

## **Historic, archived document**

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## "These Three"

### RASPBERRY GARDEN

6 INDIAN SUMMER  
6 SODUS — Purple  
6 TAYLOR — Red

**\$13.5**

Strong 1-Yr. plants. If you like your fruit BIG, PERFECT, and TASTY, these 3 new kinds will satisfy. NO DISCOUNT.

# Emlong's

SQUARE  
DEALING  
NURSERY

STEVENSVILLE  
MICHIGAN

# 1938

## Bargain Book

Berry Plants, Fruit Trees,  
and Ornamentals for  
Farm and Garden

## "150 Grand"

### STRAWBERRY Garden

50 GEM Everbearing  
25 DORSETT  
25 PREMIER  
25 DUNLAP  
25 FAIRFAX

**\$13.9**

No Discount

New INDIAN  
SUMMER  
Raspberry  
6 PLANTS

**59c**

Page 17

Scarlet Gem  
Everbearing  
Strawberry

50 PLANTS

**69c**

Pages 4 & 5





# Buy DIRECT BY MAIL from EMLONG Grower of NURSERY STOCK

## SAVE MONEY

No middleman, jobber, or salesman to pay. Just a fair price we ask for growing the stock the way you want it grown. We save you the usual 35% paid to salesmen, besides the cash discount we offer as interest on your money when you order during January or February. Save at Emlong's without fear of skimping on quality. Oscar Shanefelt, New Lebanon, O., writes, "Your stock is nicer than what I bought in N. Y. at four times your price!"

## TAKE NO RISK

of getting nursery stock which has been through several hands and shipped several times before reaching you! Many firms buy all their nursery stock, sell it through agents or catalogs, and it may be re-shipped three times before it reaches you. Avoid getting dried-out, low-vitality stock. We grow everything right here on our own farms and ship it **DIRECT TO YOU**. Rika Wallen, Fairbanks, Alaska, says, "Your plants arrived, looking as fresh as the day you packed them."

## YOU BE THE JUDGE

Sit in your home, read the honest descriptions in our catalog, and **PICK OUT YOUR OWN STOCK**. You be the judge of *how much*, and *what to order*. Don't be influenced or hurried by high-pressure salesmen or sales talk. **PLAN** your order to get the *most quality* for your money. Mrs. Nagy, Royal Oak, Mich., speaks for our customers in saying, "I can't praise you enough for your honesty and fair dealing."

## WRITTEN GUARANTEE

There's no guess-work when you buy under Emlong's written, money-back guarantee. We'll be right here to back it up in years to come! You are assured of honest grades, quality, and satisfactory service. *Free cultural directions on request* assure your success in transplanting and handling the stock. Theo. Postmann, Montpelier, Ia., states, "I have planted nursery stock for 50 years. I compliment your fair and square treatment."

"I see it pays to buy from a reliable firm. Quality stock is cheapest in the long run."

E. R. Hipkins,  
Lambertville, Mich.

Copyright 1938, Emlong Nursery. Printed by Michigan Litho Co., Grand Rapids, Mich.

**NEW, MODERN PACKING PLANT** enables us to handle unlimited orders efficiently. Stock is kept under ideal conditions until you are ready to have it shipped.

**ORDER FROM YOUR OWN HOME** — take your time to decide what you want. Don't be influenced by high-pressure salesmanship. Emlong's catalog contains honest facts.



**OUR CENTRAL LOCATION** Makes quick delivery possible to every city where our catalog is mailed. Hardy, Northern-Grown **PRIDE-O-MICH** stock thrives everywhere.

## GUARANTEE

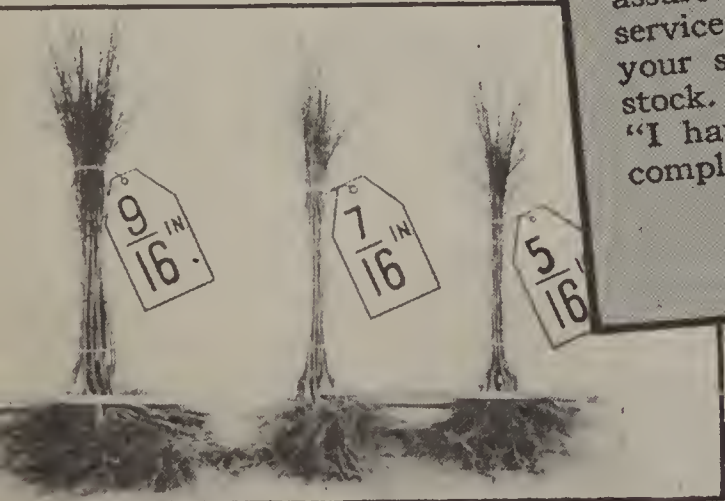
Every Item in this catalog is guaranteed to be just as represented, to reach you in perfect condition, and to be true to name. If found to be otherwise, notify us within three days after arrival. Damaged stock will be replaced promptly or purchase price refunded. Obtain a damage statement from your postmaster or express agent. Claims for stock which fails to grow should be filed before July first. It is mutually agreed that we are not to be liable for a sum greater than the purchase price of any article. **EMLONG'S NURSERY, Stevensville, Michigan.**



**WE GROW OUR STOCK.** Fertile, well-tilled soil, enriched yearly, produces clean, healthy, vigorous plants and trees. We put the *best* into them, you get the *most* out of them.



**UP-TO-DATE EQUIPMENT**, designed especially for us helps to cut production costs. We pass the saving along to you. Systematic growing methods produce quality products.



**HONEST GRADES**, which meet the standards established by the National Nurserymen's Association. Ten trees each of our three leading grades. Note the root spread.



# EMLONG'S QUANTITY PRICES FOR COMMERCIAL PLANTERS

Here is the stock we have specialized in for years. It's the BEST money can buy. Extra heavy yielding strains of finest quality fruit --- made possible only by diligent search and selection of outstanding strains for our own propagating stock. Make your plantings this spring with these expertly grown plants and trees --- thereby increasing your yields and profits. Get your neighbors and friends to order with you so that you can take advantage of the lower prices on larger quantities.

These wholesale prices apply only on quantities named below. For prices on smaller quantities see pages containing the variety descriptions. ORDER EARLY and PLANT EARLY. On orders paid in full during January we allow a cash discount of 10%; February orders 5%.

## STRAWBERRY PLANTS

	2000 to 4900 plants	5000 to 9900 plants	10,000 plants or more
SEN. DUNLAP . . . . .	\$4.45 per 1000	\$4.25 per 1000	\$3.85 per 1000
BLAKEMORE . . . . .	4.45 per 1000	4.25 per 1000	3.85 per 1000
DORSETT . . . . .	5.25 per 1000	4.95 per 1000	4.75 per 1000
FAIRFAX . . . . .	5.75 per 1000	5.45 per 1000	5.25 per 1000
PREMIER . . . . .	5.50 per 1000	5.25 per 1000	4.95 per 1000
GRAND CHAMPION . . . . .	5.95 per 1000	5.65 per 1000	5.35 per 1000
GEM EVERBEARING . . . . .	6.50 per 1000	5.95 per 1000	5.45 per 1000
MASTODON EVERBEARING . . . . .	7.95 per 1000	6.95 per 1000	6.45 per 1000

SPECIAL LOW EXPRESS RATES ON STRAWBERRY PLANTS. SEE NEXT PAGE.

## RED RASPBERRY PLANTS, Selected 1 yr.

LATHAM or CHIEF or	2000 to 4900 plants	5000 plants or more
NEWBURGH . . . . .	\$15.50 per 1000	\$13.95 per 1000
ST. REGIS EVERBEARING . . . . .	16.50 per 1000	13.95 per 1000

## BLACK RASPBERRY PLANTS, Selected 1 yr.

CUMBERLAND or LOGAN or	2000 to 4900 plants	5000 plants or more
KANSAS or PLUM FARMER . . . . .	\$14.75 per 1000	\$13.75 per 1000

## BLACKBERRY PLANTS, Selected 1 yr.

	2000 to 4900 plants	5000 plants or more
ALFRED . . . . .	\$16.50 per 1000	\$14.95 per 1000
ELDORADO . . . . .	14.75 per 1000	13.75 per 1000

## ASPARAGUS ROOTS

	2000 to 4900 roots	5000 to 9900 roots	10,000 roots or more
WASHINGTON 1 yr. . . . .	\$5.10 per 1000	\$4.95 per 1000	\$4.75 per 1000
WASHINGTON 2 yr. . . . .	8.25 per 1000	7.95 per 1000	7.45 per 1000

## FRUIT TREES

We have the finest supply of Michigan Grown Fruit Trees ever offered. Buds carefully selected from the most outstanding trees in this Great Fruit Belt. If you are planting several hundred trees, write for our special wholesale prices.

## INDEX TO EMLONG'S 1938 CATALOG

APPLE TREES 24, 25, 31	FRUIT TREES 20 to 39	PRIVET hedges 43
APRICOTS 35	GLADIOLUS bulbs 46	QUINCE trees 35
ASPARAGUS 23	GOOSEBERRIES 39	RASPBERRIES, Red 14, 15, 16, 17
BLACKBERRY plants 19	GRAPE VINES 21, 22	RASPBERRIES, Black 18
BUSH CHERRIES 43, 44	HEDGE PLANTS 43	RASPBERRIES, Purple 16, 18
BOYSENBERRIES 19	LILACS, French 43, 44	RHUBARB ROOTS 23
CHERRY TREES 32, 33, 34	NECTARINES 35	ROSE BUSHES 39, 40, 41
CRYSANTHEMUMS 45	PEACH TREES 28, 29, 30	SHRUBS, flowering 43, 44, 47
CURRANTS 39	PEAR TREES 35, 36	SHADE TREES 42, 46
DAHLIAS 46	PERENNIAL flowers 45, 46	STRAWBERRY plants 1 to 14
FLOWERS, perennial 45, 46	PHLOX plants 45	TREES, fruit 20 to 39
FLOWERING shrubs 43, 44, 47	PLUM TREES 37, 38	TREES, lawn 42, 46
FLOWERING trees 46		YOUNGBERRY, Thornless 19

# EXTRA STOCK WITH YOUR ORDER!

When sending your order, fill in the following blanks with the names and addresses of persons WHO OWN THEIR HOMES and are INTERESTED IN PLANTING NURSERY STOCK this year. Your name will be held confidential. In return for this favor we will include extra nursery stock with your order. This will be some item which we can pack in the same bundle with your order.

Complete Name

R.F.D. or Street & No.

Town

State

## ADVERTISING BARGAINS: Any 1 for 98c: Any 6 for \$5

NO DISCOUNT ON ANY OF THESE OFFERS:

**No. 1** -- 50 Everbearing & 75 Standard Strawberry plants. We select & label.

**No. 2** -- 75 Red Raspberry plants, 1 Yr. We select and label.

**No. 3** -- 2 Pear and 2 Plum trees 5/16. We select and label varieties.

**No. 4** -- 5 Lombardy Poplar Shade trees 4-5 ft. tall. Well rooted.

**No. 5** -- 200 Standard Strawberry plants. We select and label several kinds.

**No. 6** -- 25 Grape vines 1 Yr. We select and label.

**No. 7** -- 150 Asparagus Roots 1 Yr.

**No. 8** -- 8 Fruit Trees. Assorted kinds, 2-3 foot. We select and label.

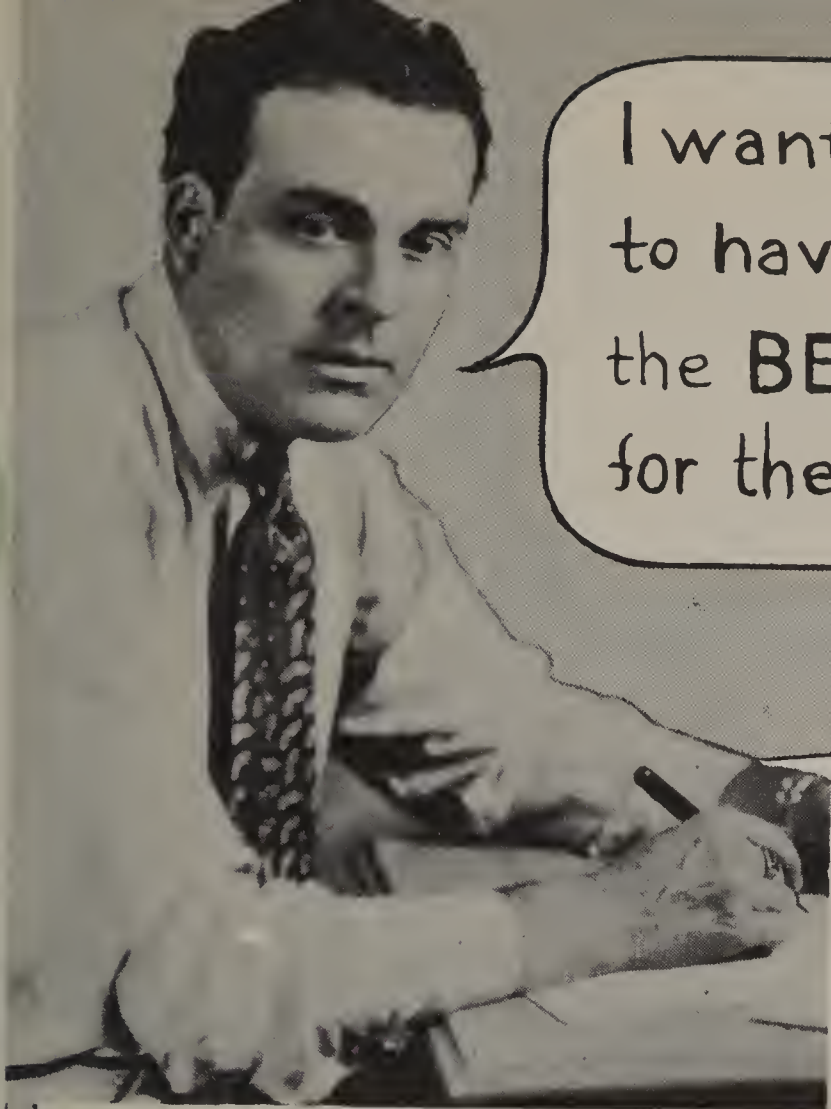
**No. 9** -- 6 Apple Trees 1 Yr. 3-4 Ft. We select and label varieties.

**No. 10** -- 4 Rose bushes. 2 Yr. Everblooming budded. We select, label.

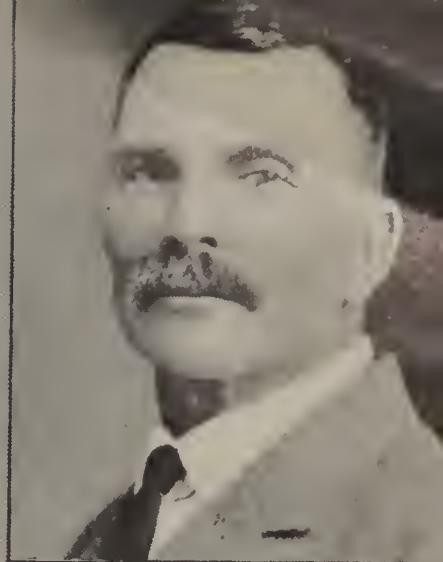
**No. 11** -- 4 Peach and 4 Apple trees. Assorted varieties, 2-3 foot. We select and label.

**No. 12** -- 4 Sweet Cherry trees 5/16. We select and label varieties.





I want MY customers  
to have the MOST of  
the BEST nursery stock  
for the LEAST money!



HENRY EMLONG  
founder

## A Personal Note From

*Henry Emlong* President  
of Emlong's  
to YOU:

FOR over half a century Emlong's have been growing and selling the finest Nursery Stock in the world. Our great business was built through the confidence and cooperation of our customers. Last year we counted 5436 orders in our files which came from customers who borrowed our catalog from a neighbor and ordered upon their recommendation! This fine cooperation has caused our nursery to grow until it now occupies over 750 acres of the finest soil in three townships of Berrien County, southwestern Michigan's famous fruit belt.

THOUSANDS have become financially independent growing fruit from our fine plants and trees. It is easy, pleasant work, which requires no previous experience. Customers tell us that every acre planted to fruit brings them as much profit as 40 acres of grain. Strawberries and Asparagus pay up to \$1500. per acre; Raspberries, Blackberries, and Grapes pay up to \$1000 per acre; Peaches, Apples, Cherries, etc. bring equally fine returns annually.

NOW is the time to plant every available acre to fruit. Prices on both nursery stock and fruit are due for a sharp advance. Buy now, at our low prices. Be ready to get your share of the fine profits to be made in the years just ahead.

EVERY plant and tree on our farms is a VIGOROUS, THRIVING, YOUNG specimen, grown expressly for transplanting, and not permitted to be weakened by bearing fruit. All the vitality and bearing power are reserved to work for you. State Horticulturist's inspect our stock twice each year, and every shipment bears our certificate of inspection.

TAKE advantage of the fine values offered in this book to improve and beautify your home grounds and farm lands. Compare our stock and prices with those of any other firm. Prove to your own satisfaction that Emlong does give the MOST of the BEST for the LEAST money!

Look for this  
label on your  
packages. It is  
the trademark  
of quality.

Contents of this  
Catalog Copy-  
right 1938

EMLONG'S  
NURSERY,  
Stevensville,  
Michigan.

Emlong's Genuine  
*Pride - O - Mich*  
TRADE MARK  
FRUIT PLANTS & TREES  
Not Cheap . . . Not Expensive  
*Just Honest Values*

## DISCOUNTS

10% for sending full cash with order during  
January.

5% for sending full cash with order during  
February, and up to March 15th.

This discount is the interest on your money from the time we receive it until the stock is shipped. Early orders help us to handle the large volume more efficiently. Read page 2 of the Blue Section. Discounts do not apply to special bargain collections.



# Gem

## EVERBEARING STRAWBERRY

# \$7.65 PER 1000

Prices are lowest on Record

The SWEETEST Strawberry grown! Even if you cannot eat others, you'll enjoy Gem because of its lack of acid. Flavor mild but satisfying.

Description below.

**100 PLANTS**  
*for only* **\$1.15**

25 plants	\$0.39
50 plants	.59
250 plants	2.49
500 plants	4.25
1000 plants	7.65

See commercial price list for large quantities. Order early — get the discount. Prices expire June first.



Bears This Year!



# Get 50 PLANTS FREE with a \$2 Garden of Gems

● **BERRIES IN 90 DAYS** — Why wait longer? Gem plants set in April or May bear this year from July until Winter. Mr. Quackenbush, Epping, N. H., says he started picking in June, and Mr. Fimple, Paris, Ohio, was still picking November 15th. Nearly six months of Strawberry delight!

● **3 CROPS — ONE PLANTING** — Gem plants are thrifty growers — making well filled rows. Impartial to soil and climatic conditions. Do not stop with their first Fall crop, but bear again next year in June and again next Fall. Mr. Martin, Palatine, Ill., says, "Gem plants bought of you are STRAWBERRY WONDERS. Never before saw such a prolific yield of LARGE BERRIES!"

● **COST LESS THAN 1c QUART** — Many growers average a quart to a plant the first year. Why buy strawberries? Grow them in your garden, along walks, drives, shrub borders, etc., at practically no cost. Set plants 12-18 inches apart with rows  $2\frac{1}{2}$  to  $3\frac{1}{2}$  feet apart. Grow them either in matted rows or hills. Require no special care.

● **FRUIT FILLS TWO NEEDS** — Gem fruit is delicious for home desserts, and leads the Fall strawberry market. Growers ship berries 100 miles. Fine for roadside and store trade. Order now — plant in April or May.

EMLONG'S *"Money-Maker"* PLOT

1000 FIRST-CLASS STRAWBERRY PLANTS

250 GEM Everbearing .....  
250 DORSETT .....  
250 PREMIER .....  
250 DUNLAP .....

**\$4.95**

- Quick Results
- Heavy Crops
- Big Profits

**NO  
DISCOUNT**

**ORDER  
TODAY**

Just send \$2. for 200 Gem plants and we will include 50 extra to make a fine, big 250-plant garden. Enough to produce loads of luscious berries for the average family.

Plants will be shipped in April or May. They bear this year. **NO DISCOUNT ON THIS OFFER.**







Miles of husky, disease-free raspberry plants growing on Emlong farms. The finest in the world — ready to work for you.



Millions of strawberry plants in our vast acreage. They will bring fortunes to Emlong customers in years to come.



# MILLIONS of DOLLARS In Satisfaction and Profits From EMLONG'S FRUIT PLANTS!



Our Exclusive

**Pride-O-Mich**  
TRADE-MARK BRAND

**PREFERRED BY  
SUCCESSFUL GROWERS  
EVERYWHERE**

Follow their example. Grow your own berries for less than 1c per quart. Know the joy of having all the fruit you want, to EAT and CAN! If you have a spare lot or field, grow enough to sell. Every dollar invested in fruit plants should bring you up to thirty dollars worth of fruit annually.

**BUT, START RIGHT!**

Don't try to save a few cents by planting cheap stock. Plant the **BEST**: We are the *largest*, and one of the oldest growers of fruit plants in the country. Our plants are famous for **VIGOR, LONGEVITY, bearing HIGH GRADE FRUIT, PRODUCTIVENESS, and PROFITS REALIZED.** We offer only the popular and profitable varieties.

**PLANTING INFORMATION  
SENT FREE ON REQUEST**



"The Raspberry plants purchased from you have borne the largest, finest fruit ever seen in this locality. Berries brought 35c per quart. Demand was greater than I could fill." L. G. Lumpp, Lincoln, Nebr.

"I picked strawberries measuring 3 inches across, 4 BERRIES WEIGHED ½ LB.! They are wonderful bearers. Glad I bought plants from you." F. A. Simunich, Johnstown, Pa.

"From 200 of your Everbearing Strawberry plants I made \$14.95 the first Fall." Kenneth Robertson, Winnebago, Ill.

"The Concord grapevines which you shipped to me last Fall are bearing 20 to 30 bunches per plant. They've almost caught up with my 10-year old vines." H. L. Williams, Henderson, N. Car.

"Your plants were well-rooted and stood the drought better than any others in our community." Fred Lippit, Findlay, Ill.

"The 10,000 Strawberry plants received from you were the finest I have seen in 40 years experience growing fruit." Geo. Patschke, Sr., Ohio.

"I never lost a Raspberry plant purchased from you. That's 100% average." S. Campbell, Kansas City, Mo.

"Your Latham Raspberry plants stood 52 below zero on high ground last Winter." Robert Meyers, Eveleth, Minn.

"My neighbor's strawberry bed, purchased from you, is a monument to your quality stock." Guy Kuns, Greenville, Ohio.

"Our county agent praised my plants very highly. I give a cheer for Emlong's fine stock." A. W. Plank, Ashland, Ohio.

"My 3-year old grapevines, bought of you, bore 3 tons per acre this Fall." Geo. Ettel, Leesport, Pa.

"No other Raspberry plants could stand the drought like yours! I picked 20 gallons fruit from them the first summer. Was still eating fresh berries in October. (This is not one of Ripley's!)" Julian Snapp, Jr., Brucetown, Va.

"I consider Strawberries the most interesting plants in my garden. Have counted 40 berries on one plant at one time. Am glad I started fruit-growing with your plants." Steve Miracle, Middlesboro, Ky.





# Premier *now* Only \$5.95 PER 1000

## King of Commercial Strawberries

*Special*  
**100 79c**  
PLANTS

25 plants 29c  
50 plants 49c  
250 plants \$1.69  
1000 plants \$5.95  
Commercial prices in  
front of book.

### THE NO-RISK VARIETY

Premier has succeeded for so many years, on such a wide range of soils, in every part of the country, that a lengthy description is unnecessary. Every Strawberry-lover admires Premier's brilliant, flame-red, pointed berries, which ripen so early in the season. Bears for many days. Equally desirable for home use and long-distance shipping. A self-pollenizing, standard variety.

### EMLONG'S PREMIER EXCEL

From every part of the country have come letters telling us that our Premier plants produce **BIGGER, BETTER BERRIES**, and **MORE** of them, than plants purchased elsewhere. They acclimate themselves readily, and are very frost-resistant. Planted this Spring in April or May, they'll bear a bumper crop next year. Order early — get the discount.

Emlong's **BIG 4** Strawberry **GARDEN**

400 PLANTS FIRST-CLASS  
HAND-SORTED

**\$2.59**

No Discount

100 Premier	100 Dorsett
100 Fairfax	100 Dunlap

Note: — Why not send 98c extra for 100 Gem Everbearing plants with this offer.



# "Sampler" "STRAWBERRY GARDEN

8 VARIETIES — 200 PLANTS IN ALL

25 Dorsett 25 Premier

25 Fairfax 25 Dunlap

25 Catskill 25 Blakemore

25 Grand Champion No

25 Gem Everbearing Discount

**\$1.89**

# Dorsett

**"TOPS" in QUALITY and PROFITS**  
**Favorite Market Berry of Today!**



EMLONG'S **79c** PER 100  
*Bargain Prices*  
25 plants \$0.29  
50 plants .49  
250 plants 1.59  
**\$5.45** PER 1000

**SEEK NO FARTHER** for the perfect Strawberry — Dorsett is 'it'! Those bright, snappy red berries with their delightfully sweet, satisfying flavor are winning prizes and praises from gardeners, fruit buyers, canners, and everyone who knows strawberries. They remain bright and appetizing several days after picked, bringing top prices on every market.

Dorsett never fails to produce enormous crops. Starting early, it continues bearing extra-large, perfect shaped fruit of uniform firmness in flesh and skin, until late berries start. Plants are thrifty growers, making wide rows. Frost injury unknown. A self-pollinating, standard variety.

**PLAY SAFE — PLANT EMLONG'S STRAIN.** Plants grown on our ideal soil will thrive everywhere! A Carolina customer says, "Berries borne on your Dorsett were large as hens eggs!" A grower near Mansfield, Ohio, writes, "Your Dorsett are the sturdiest growers I ever planted." From Marshalltown, Iowa, comes word, "Emlong's Dorsett are the largest plants I ever handled." These superior plants cost no more than common kinds if you buy at Emlong's. Order early — get the big discount. Plant in April or May to have berries next year. Garden quantities priced above — commercial prices in front of book.



# Sparkling with Beauty The "Grand Champ"

## GIANT 40-DAY STRAWBERRY

The new long-season giant berry which is surprising and pleasing fruit lovers. Sturdy, heavy-foliaged plants which protect the blossoms from frost injury. They commence loading up with berries early in the season and continue until late berries are gone. An Ohio grower says he made more from an acre of Grand Champion than from two acres of old varieties!

Grand Champion berries are bright-red, fresh-looking, of giant size and exceptional firmness. Enticingly rich and sweet. Truly FANCY table berries, and a great boon to market growers. Standard, self-pollenizing variety. (Has no connection with the old Champion Everbearer.) Supply is limited and demand keen — better play safe and order early!

**100**  
LARGE PLANTS  
**89c**

EMLONG'S PROFIT-SHARING PRICES

25 plants.....	\$0.35
50 plants.....	.59
100 plants.....	.89
250 plants.....	2.10
1000 plants.....	6.65

Order in January — Get the discount.



*Emlong's*

**"Fifty-Four"**

STRAWBERRY GARDEN

50 plants each of 4 varieties

50 GRAND CHAMPION  
50 CATSKILL  
50 FAIRFAX  
50 DORSETT

These 200  
Aristocrats of  
the Strawberry  
family.

**\$1.69**

NO DISCOUNT



## BIG BERRIES

June 22, 1937.

Ed. Barfelz, Bridgman, Mich. reported to local news office: "15 to 18 of my Fairfax berries fill a quart box. Largest berry measured 8 inches around. Pickers averaged 11 crates per day. First picking day brought 100 crates per acre!"

## BEST IN 30 YEARS

"Fairfax is the best Strawberry I have grown in my 30 years experience. *IT HAS EVERYTHING!* I thought your catalog reports were fakes, but *SEEING IS BELIEVING*, and now I know they're true." M. E. Bryan, Malta Bend, Mo. Mar. 11, 1937.

## BOUNTIFUL YIELD

"We harvested 350 quarts Fairfax from 300 plants first season. Hundreds of folks came to see our plot." E. M. Miller, Lynchburg, Ohio.

## WANTS MORE

"Fairfax Strawberries are just *SOMETHING WONDERFUL*. I want more plants this year." Jan. 7, 1937. Bernard Schag, Glencoe, Mo.

# More Popular Than Ever!

# Fairfax

## THE STRAWBERRY OF MANY MERITS

Only  
**85¢ PER 100**

**250** PLANTS **\$19.50**

25 plants 29¢; 50 plants 49¢; 500 plants \$3.45; 1000 plants \$5.95.

Commercial quantities priced in front of catalog. **ORDER EARLY** — get the discount mentioned on page 3.

★ **MIGHTY GOOD EATING.** Yes, 4 berries fill the hand; 15 fill a quart; 800 crates were picked from an acre; \$1200 made from an acre. But that's not all: The best thing about Fairfax berries is their rich flavor. Beautiful looking dark-red morsels. You'll be proud to grow them in your garden or field!

★ **UNSURPASSED FOR CANNING.** Ripening medium-early, Fairfax berries are welcomed for home and commercial canning. Retain their color, shape, and flavor wonderfully well. Juicy, but firm in flesh and skin. Plants are husky growers and enormous yielders. **SELF-POLLENIZING, STANDARD VARIETY.**

★ **DEMANDED BY SHIPPERS.** Market reports show that buyers consistently offered more money for Fairfax than for other berries last summer. That puts them in top class for they have to be good to stand shipping several hundred miles. Profit by the experience of others —

grow Fairfax for pleasure and profit. *Emlong's Quality strain leads all.*

**"Praise Winner"**  
**STRAWBERRY GARDEN**

SIX  
DIFFERENT  
VARIETIES

**\$24.95**

No discount

300 Hand-sorted plants as follows:

50 FAIRFAX  
50 GEM Ever-bearing  
50 DORSETT  
50 GRAND CHAMPION  
50 PREMIER  
50 DUNLAP





Emlong's

# "TRIPLE DEAL"

## STRAWBERRY PLOTS

Berries to Eat, Can and Sell

DEAL 50 Catskill  
**No. 1** 50 Dunlap **\$1.15**  
50 Blakemore

DEAL 100 Catskill  
**No. 2** 100 Blake-  
more **\$1.79**  
100 Dunlap

DEAL 200 Catskill  
**No. 3** 200 Dunlap **\$3.45**  
200 Blake-  
more



3 Great Berries — For  
3 Great Purposes —

Big Crops; Commercial Quality; Long Bearing:

### CATSKILL . . . . . 89c per 100

*Mid-season, self-pollenizing, standard type:* The most dazzling-red color and richly aromatic flavor of any mid-season strawberry. Berries extra large and plump, fine in texture, firm in quality. Ideal for fancy desserts. Plants are hardy and thrive on any good soil. Extra good yielders. Emlong's Pride-O-Mich strain is best.

PRICES: 25 — 35c, 50 — 59c, 100 — 89c, 250 — \$2.10, 1000 — \$6.65.

### BLAKEMORE \$4.85 per 1000

*Extra-early, self-pollenizing, standard type:* Bright-red berries, produced in great abundance, retain their color for long distance shipping. Extra-firm flesh and skin makes them favorites with canners and shippers. Plants thrive on poorest soils and stand extreme weather conditions.

PRICES: 25 — 25c, 50 — 45c, 100 — 60c, 250 — \$1.65, 1000 — \$4.85.

### DUNLAP . . . . . 69c per 100

*Medium-late, self-pollenizing, standard type:* Medium sized, dark-red berries with the real wild strawberry flavor which cannot be duplicated. Thrives where all others fail. Stands coldest winters, latest frosts, and driest summers. Enormous cropper. Highly favored for canning and shipping. The oldest, but still one of the best strawberries!

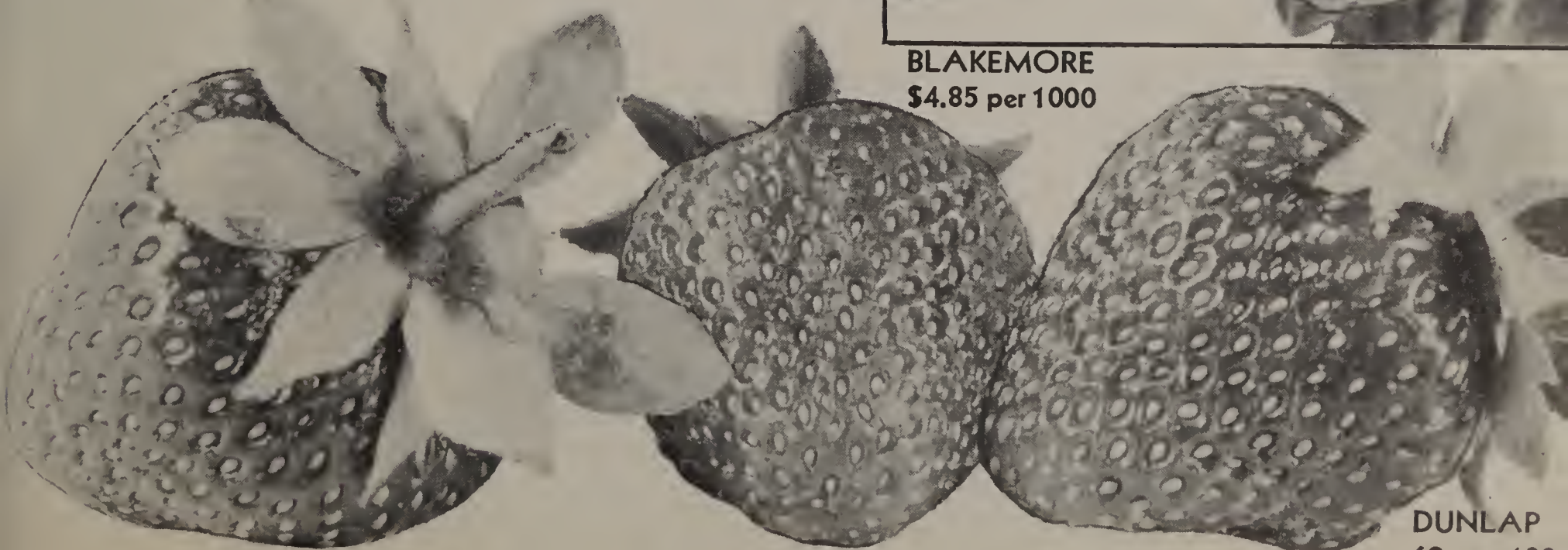
PRICES: 25 — 25c, 50 — 45c, 100 — 69c, 250 — \$1.65, 1000 — \$4.85.

COMMERCIAL QUANTITIES PRICED IN FRONT PART OF CATALOG. ORDER EARLY — GET THE CASH DISCOUNTS MENTIONED ON PAGE 3.

CATSKILL  
89c per 100



BLAKEMORE  
\$4.85 per 1000



DUNLAP  
69c per 100



**"4 NEW,  
Stars**

A Little Garden  
OF Big Berries

25 AMBROSIA  
25 CATSKILL  
25 GRAND  
CHAMPION  
25 WAYZATA  
Everbearing

**\$2<sup>19</sup>**

No Discount

With

**S-T-R-E-T-C-H OUT** the Strawberry Season

# *Ambrosia Late*

**A Refreshing Morsel of Scarlet Honey**

**KEEPS BERRIES AND PROFITS COMING.** Starts late and bears a long time after others have finished. Helps bridge the gap between regular varieties and Everbearing varieties. Mr. Turley of New Buffalo, Mich., is shown here displaying some Ambrosia berries which brought him \$1.00 per crate **MORE** than other varieties. He shipped them nearly 100 miles.

**A TREAT TO EYES AND TASTER!** Bright red, fresh-looking berries that will please you immensely. They're exquisitely flavored, have small seeds, do not discolor, are firm in flesh and skin. Ambrosia charms the home folks and suits fussy buyers.

**LARGE, HARDY PLANTS.** The plants are husky growers, often measuring 12 to 18 inches tall and have gigantic leaves. Average plant shown below about 1/5 actual size. Seemingly impartial to soil and weather, they produce wonderful crops. A perfectly hardy, self-pollenizing, late standard type which originated in Wisconsin (where plants must be 'tough' to endure).

## PRICES — WHILE THEY LAST

25 plants.....	\$0.65	250 plants.....	\$ 3.95
50 plants.....	1.10	500 plants.....	6.75
100 plants.....	1.65	1000 plants.....	11.95

Supply limited — order  
early for April or May  
delivery.





# FRESH *Strawberry* Desserts

FROM YOUR GARDEN *Six Months of the Year!*

Pick berries **THIS FALL** from **MASTODON** and **WAYZATA**

## MASTODON

Famous Giant Everbearer

Huge, pointed berries of dark varnished-red start ripening 60 to 90 days after plants are set, and continue until winter. Their rich, tart flavor adds zest to the Fall menu. Planted in April or May they bear a crop this Fall, another next June, and a third next Fall.

Over a decade of success has not dimmed Mastodon's popularity. The large size, firm quality, and heavy yield of berries have delighted and profited everyone who has grown them. Desirable for home gardens and market. Set plants 18 x 36 inches in the field; 12 to 18 inches apart in the garden, along walks and shrub borders.

PRICES: 25 plants — 59c, 50 — 79c, 100 — \$1.29, 250 — \$2.65, 1000 — \$9.95.

## WAYZATA

New Sweet Everbearer

Glowing, cardinal-red color; sweetness and juiciness; surprising firmness; large size; and attractive shape combine to make Wayzata a favorite. A fancy Strawberry, you'll appreciate and admire.

Plants set in April or May start bearing in July. Seldom make runners but propagate from stools. Easy to grow; bear 3 crops in 18 months. Set plants 12 inches apart — a small plot yields many berries for they often average a quart to a plant the first year.

Limited Supply — order early. **PRICES:**

12.....	\$ 0.89
25.....	1.50
50.....	2.25
100.....	3.95
250.....	8.65
1000.....	29.50

All "Everbearing"  
**STRAWBERRY  
GARDEN**

25 WAYZATA  
25 MASTODON  
50 GEM

**\$1.95**  
No Discount

*Try* 50 MASTODON  
50 WAYZATA  
the 100 PLANTS for  
**\$2.39** No Discount







# ASSORTED RED RASPBERRY GARDENS

## DEAL 5

6 LATHAM  
6 CHIEF  
6 NEWBURGH  
6 CUTHBERT  
6 ST. REGIS  
No discounts

## DEAL 6

12 LATHAM  
12 CHIEF  
12 NEWBURGH  
12 CUTHBERT  
12 ST. REGIS  
No discounts

The 30 PLANTS 1-Yr. **97c**

The 30 PLANTS 2-Yr. **\$1.67**

The 60 PLANTS 1-Yr. **\$1.69**

The 60 PLANTS 2-Yr. **\$2.75**

# LATHAM

WORLD'S LEADING RASPBERRY

**25 Large 1-YR. PLANTS 75c**

Immense, deep-glowing red berries, all maturing to the same size and plump shape. Start ripening midseason and continue an unbelievably long time. Sometimes produces a "surprise" crop again in the Fall. Record-breaking crops every year for many years from one planting. Latham berries are ideally firm, and richly flavored. Set the standard of excellence for canning and shipping. Plants are vigorous growers, healthy, and hardy. **BIGGEST MONEY MAKING RASPBERRY IN THE WORLD. EMLONG'S STRAIN IS BEST!** Priced below.

LATHAM

# CHIEF 12 PLANTS 1-YEAR 47c

POPULAR EARLY RASPBERRY

Large, snappy-red berries which are handsome and appetizing. Flavor a real treat. Large as Latham, and have excellent keeping and shipping quality. Ripen a week to 10 days ahead of Latham. Outclass all old early varieties. Chief plants are sturdy, rapid growers, very hardy, and thrive everywhere. Sure and heavy croppers every year. Emlong's Strain leads in quality. Attractive prices below.

### PRICES: LATHAM, CHIEF, NEWBURGH

	12	25	50	100	250	1000
1-Yr. Plants	47c	75c	\$1.35	\$2.25	\$5.45	\$17.50
2-Yr. Transplants	89c	\$1.35	2.25	3.95	9.65	32.50

### PRICES: CUTHBERT

	12	25	50	100	250	1000
1-Yr. Plants	38c	\$0.65	\$1.15	\$1.85	\$4.45	\$14.65
2-Yr. Transplants	79c	1.10	1.95	3.35	7.95	25.50

CHIEF



# RED AND BLACK RASPBERRY GARDENS

## DEAL 7

- 6 NEWBURGH Red
- 6 CUMBERLAND Blk.
- 6 ST. REGIS Red
- 6 LOGAN Black
- 6 LATHAM Red
- No discounts

## DEAL 8

- 12 LATHAM Red
- 12 LOGAN Black
- 12 CHIEF Red
- 12 CUMBERLAND Blk.
- 12 CUTHBERT Red
- No discounts

The 30  
Large  
1-Yr.  
PLANTS  
\$11.9

The 30  
Large  
2-Yr.  
TRANS-  
PLANTS  
\$18.9

The 60  
Large  
1-Yr.  
PLANTS  
\$17.9

The 60  
Large 2-Yr.  
TRANS-  
PLANTS  
\$29.5

## NEWBURGH - 47c Per Dozen

FAVORITE EARLY—FLAVOR SENSATION  
Start picking big, round, vivid-red Newburgh berries a week before Latham ripens. You'll enjoy the tangy, new flavor of these extra-large, very firm berries. Equally fine for home use or shipping. Plants are hardy, heavy-yielders. Very resistant to drought and disease. Rapidly gaining favor throughout the country. Priced at bottom of page 14.

## CUTHBERT - \$1.85 Per 100

MIDSEASON CANNER AND SHIPPER  
Long the leading canning and shipping variety for Northern states. Solid, thimble-shaped, dark-red berries. Excellent flavor. Very heavy producer. Fruit ripens mid-season. Plants hardy and healthy. Priced at bottom of page 14.

## ST. REGIS - 12 Plants 59c

EVERBEARING RED RASPBERRY  
Bears during the regular season and continues through Summer and Fall. Berries bright scarlet-red, medium size, richly flavored. Very appetizing and profitable.

	PRICES: ST. REGIS					
	12	25	50	100	250	1000
1-Yr. Plants	59c	\$0.95	\$1.65	\$2.95	\$6.50	\$19.50
2-Yr. Transplants	85c	\$1.35	2.25	3.95	9.65	32.50

Below - CUTHBERT



Above  
NEWBURGH

Below - ST. REGIS







# "Sodus"

THE NEW PURPLE BEAUTY

Prices and Descriptions on Page 18

Single  
Cluster,  
Actual  
Size.

## "Perfect 36"

RASPBERRY GARDEN

10 Sodus 10 Taylor  
10 Indian Summer

Large 1-Yr. Plants

**\$1.98**

No Discount



NEW  
LATE

# "Taylor"

## ELEPHANT-SIZE RED RASPBERRY

Fashionable new oblong shape distinguishes Taylor's unbelievably immense berries from old varieties. Rich, snappy flavor; dazzling no-fade red color; small cavity; freedom from crumbling; uniform size; very firm quality, make it a welcome newcomer.

Destined to replace old types because it's more beautiful, exceedingly fruitful, and perfectly dependable. Plants are hardy, disease-resistant, and attain gigantic size. Rigid, tree-like canes support heavy loads of fruit.

Tested 10 years by N. Y. Expt. Sta. before released. Be wise — plant the modern Taylor this Spring and increase your raspberry profits.

PRICES: Large 1-yr.: 12 for 87c, 25 for \$1.59, 50 for \$2.85, 100 for \$4.95, 250 for \$12.45, 1000 for \$44.50. (2-Yr. Transplants: 12 — \$1.49, 25 — \$2.65, 50 — \$4.75, 100 — \$8.95).



# MARVELOUS N-E-W Indian Summer

## "RED THIMBLE" RASPBERRY

Why be satisfied with *one* crop a year when Indian Summer will give you *two* at no extra cost? *Big Crops*, too! The *earliest* raspberry to ripen, it yields as heavy as others at the regular season, and then surprises you with a bumper crop of giant berries on the new canes in late Autumn.

**BRAND NEW TYPE OF BERRY.** Every berry a perfect specimen which will delight you as much as the season whose name it bears! Richly colored, *long* and graceful in shape, very small seeds which make it smooth-looking and appetizing. In all, *the prettiest sight we ever saw on a Raspberry bush!*

**OUTCLASSES ALL IN ITS FAMILY.** Old types of everbearers and others are put in the shade by this glorious beauty. Sets an entirely new standard for judging Raspberries — in size, shape, color, quality, beauty, flavor. Originated at the N. Y. Agr. Expt. Sta. the plants have been tested for hardiness and thriftiness. Resist disease the best of any variety we have seen. The **MOST WORTHWHILE** Red Raspberry since the coming of Latham. Don't hesitate to plant heavily.

### *New Low Prices*

### **12 Plants 98c**

Indian Summer — Large selected 1-Yr. plants

25 plants . . . . .	\$1.69	250 plants . . . . .	\$13.50
50 plants . . . . .	3.15	500 plants . . . . .	25.50
100 plants . . . . .	5.65	1000 plants . . . . .	49.50

2-YR. TRANSPLANTS: 12 — \$1.65, 25 — \$2.95, 50 — \$5.45, 100 — \$9.95.

This *"Magnificent"*  
RASPBERRY GARDEN

6 plants each of  
10 different varieties

INCLUDING THE NEW  
ONES:

# \$2.79

No Discount

Indian Summer, Taylor, Sodus, Cumberland, Latham, Newburgh, Logan, Chief, St. Regis, and Cuthbert. Large 1-Yr. plants.

The Biggest Little Garden in the U. S. A.!

New SHAPE • New FLAVOR

Bright COLOR • Great QUALITY

## 2 CROPS a YEAR





25 PLANTS  
1-YR. **76c**

# CUMBERLAND

OUR FINEST LATE BLACKCAP

## BLACKCAP GARDEN

12 CUMBERLAND late  
12 LOGAN early  
12 KANSAS, extra-early

1-Yr. plants

2-Yr. plants

**98c**

**\$1.95**

Big, round, black, juicy, honeysweet berries which measure an inch across. Firmest quality of any blackcap. Delicious to eat fresh, canned, in pies, juices, etc. Free from seediness and crumbling. Heaviest bearing late Blackcap. Regular cropper for 10 to 15 years. Emlong's strain GROWS BETTER and YIELDS MORE, but costs no more than ordinary kinds.

## LOGAN

EARLY SWEET BLACKCAP  
12 Plants 2-Yr. 95c

A week before Cumberland berries are ripe, you can enjoy immense, glossy, purplish-black Logan fruit. Richly tart, with a distinctive wild flavor. No crumbling or seediness. Hardy and drought resistant.

## KANSAS

EXTRA-EARLY BLACKCAP  
12 Plants 1-Yr. 47c

Large, glistening-black, plump fruit, borne in compact clusters. Thrifty growing plants, which produce an immense crop before other varieties are ready to use. Profitable, rough-and-ready sort.

### PRICES

Cumberland - Kansas - Logan

LARGE ONE-YEAR PLANTS: 12—47c, 25—76c, 50—\$1.35, 100—\$2.25, 250—\$4.95, 500—\$8.85, 1000—\$16.65. TWO-YEAR TRANSPLANTS: 12—95c, 25—\$1.45, 50—\$2.45, 100—\$4.45, 250—\$10.50, 500—\$18.75, 1000—\$35.00. See the blue sheet for larger quantities.

CUMBERLAND  
BLACKCAP

**New SODUS PURPLECAP**  
PICTURED ON PAGE 16 OF THIS CATALOG

You'll never believe that berries could be so large and beautiful until you see SODUS, the purple beauty! We found berries last summer measuring 1 x 1½ inches; 12 or more in a cluster; dozens of clusters on a branch; plants loaded down so heavy they could hardly stand. Plants set two years measured 4 x 5 feet in spread. SODUS berries do not crumble, but cling to the branch long after full ripe. Keep better than Red or Black Raspberries, and canners pay more for them. Flavor is a combination of Red and Black. Delicious fresh, canned, in jam, jelly, pie or juice. Juice is bright purplish-red. Plants are vigorous growers, very hardy, and FREE FROM MOSAIC. Propagate from tips and grow in hills.

1-YR. PLANTS: 12—87c, 25—\$1.55, 50—\$2.85, 100—\$4.95, 250—\$12.50, 1000—\$44.50. 2-YEAR TRANSPLANTS: 12—\$1.55, 25—\$2.65, 50—\$4.75, 100—\$8.95.

## Deal No. 9

### ASSORTED Berry Garden

6 SODUS Purplecap 6 ALFRED Blackberry  
6 LATHAM Red 6 CUMBERLAND Blackcap  
Raspberry

The 24  
plants  
1-year  
large

**\$1.15**

The 24  
plants  
2-year  
BEARING AGE

**\$1.69**

## DOUBLE DEAL No. 9

The 48  
plants  
1-year

**\$1.76**

The 48  
plants  
2-year

**\$2.98**

No discount on any Garden Offers



# ALFRED

## Luscious Early Blackberry

12 PLANTS

48c

Alfred berries are beautiful, glistening-black, and measure fully 1½ to 2 inches long. They are almost free from seeds and core. Flavor is enticingly wild and rich! The fanciest dessert Blackberry to serve fresh, canned or in pies. Makes snappy juices, jam and jelly. Plants are healthy, young-bearers, heavy-yielders, succeed on all soils, and withstand a winter temperature of 30 degrees below zero. Treat yourself to the BEST in Blackberries — GROW ALFRED!

PRICES: 1-YEAR: 12 — 48c; 25 — 78c; 50 — \$1.35; 100 — \$2.35; 250 — \$5.25; 1000 — \$17.50. 2-YEAR TRANSPLANTS: 12 — 95c; 25 — \$1.45; 50 — \$2.45; 100 — \$4.45; 250 — \$10.50; 1000 — \$35.00.

## ELDORADO - 25 for 75c

### HEAVY BEARING LATE BLACKBERRY

Berries medium to large, depending on soil and care. Extra-firm in quality, jet black, and do not fade. Free from seediness. Excellent for canning and shipping. Plants are hardy, thrifty, regular and heavy producers.

PRICES: 1-YEAR: 12 — 45c; 25 — 75c; 50 — \$1.25; 100 — \$2.15; 250 — \$4.85; 1000 — \$15.95. 2-YEAR TRANSPLANTS: 12 — 85c; 25 — \$1.35; 50 — \$2.25; 100 — \$3.95; 250 — \$9.85; 1000 — \$32.50.

## New BOYSENBERRY

### Mammoth Maroon Beauties. 12 Plants \$1.15

The new GIANT offspring of Youngberry. Berries an inch in diameter by 2 inches long. Rich, zestful flavor. Better than any Blackberry or Dewberry. Deep purplish-maroon color, very handsome and appetizing. Plants are trellised like grapes. Stand 19 below zero. Rapidly gaining favor as a profitable commercial crop.

PRICES: 1-YEAR PLANTS: 12 — \$1.15; 25 — \$1.95; 50 — \$3.75; 100 — \$6.95; 250 — \$15.50; 1000 — \$55.00.

## Thornless YOUNGBERRY

### New Hardy Type. 12 Plants \$1.75

Dark, maroon-purple berries of great size. Flavor combination of Blackberry, Dewberry, Loganberry and Raspberry. Very delicious! VINES ENTIRELY THORNLESS — EASY TO HANDLE. Trellis like Dewberries. Stand 15 below zero. Can be mulched in colder climates. PLANT PATENT No. 4.

PRICES: 1-YEAR PLANTS: 6 — 90c; 12 — \$1.50; 25 — \$2.50; 50 — \$3.75; 100 — \$6.50; 250 — \$13.75; 1000 — \$45.00.

## "Little Giant" BERRY GARDEN

6 Giant Maroon  
BOYSENBERRY

6 Giant ALFRED  
Blackberry

6 Giant CUMBERLAND Blackcap

6 TAYLOR Giant Red  
Raspberry

6 SODUS Giant Purplecap

30 FINE PLANTS — NO DISCOUNTS

Large 1-Yr.

All 2-Yr. except  
Boysenberry

\$1<sup>59</sup>

\$2<sup>37</sup>

BOYSENBERRY



# TREATS in TREE FRUITS

Two luscious and delicious new morsels designed for our modern age. Combine mammoth size with perfect quality, fertility, hardiness, and heavy yield.

Above  
EUREKA  
Average Size



FERTILE HALE  
New Patented Peach

## FERTILE HALE

Giant New Patented Peach No. 175

An Elberta-Hale type peach which ripens a week later than Elberta. Bright golden yellow with gorgeous red cheeks like Hale. Description on page 22:

PRICES			
	Each	10	100
5/16-7/16	70c	\$6.00	\$45.00
7/16-9/16	85c	7.50	50.00
9/16-1 1/16	\$1.00	\$9.00	55.00

## EUREKA

Mammoth New 3-In-1 Fruit

Beautiful as a picture! Good to eat, can and sell either in the golden or maroon stage. Has a richness of flavor all its own! Description on page 22.

3-4 Ft. trees \$1.00 each, 4-5 Ft. trees \$1.49 each.

Left — EUREKA  
branch showing  
heavy-fruited  
ability. Photo  
1/3 actual size.

EUREKA  
NEW TREE FRUIT

3-4 Foot Trees  
\$1.00

4-5 Foot Trees  
\$1.45



Emlong-  
Grown  
**HARDY  
GRAPE  
VINES**

Famous for  
Quick Growth,  
Young Bearing,  
Prolific Yields,  
finest fruit. Popu-  
lar varieties for  
home use and  
market.

*Ideal*  
**ACRE VINEYARD**  
400 CONCORD  
50 NIAGARA  
50 DELAWARE  
50 MOORE'S EARLY  
Large 1-Yr. Vines  
**\$13<sup>95</sup>**  
No Discount.



NIAGARA  
6 vines 1-Yr. 49c



DELAWARE  
6 vines 1-Yr. 59c

**\$1<sup>69</sup>**  
**GRAPE VINEYARD**  
12 CONCORD, Blue  
6 MOORE'S ÉARLY, Blue-black  
6 DELAWARE, Red  
6 NIAGARA, Amber-white  
Large 1-Yr. Vines.  
No Discount

DESCRIPTIONS  
& PRICE LIST on  
page 22.



FREDONIA  
3 vines 1-Yr. 85c



CONCORD  
6 vines 1-Yr. 39c

**GRAPE ARBOR**  
2 Delaware  
2 Niagara  
2 Concord  
2 Moore's Early  
**8 VINES**  
**2-YEAR 98c**  
No Discount.

**GRAPE FENCE**  
3 Concord  
3 Niagara  
3 Delaware  
3 Moore's Early  
**12 VINES**  
**1-YEAR 89c**  
No Discount.



# GRAPE VINES

PICTURED ON PAGE 21

**FREDONIA Black.** Glossy-black fruit, overspread with purplish-blue bloom. Large berries and bunches, perfectly formed. High sugar content. *Ripens early.* Vines hardy, strong-growers, and bear heavy crops of finest quality fruit. **PRICED BELOW.**

**PORTLAND White.** Immense berries and bunches of richest amber-white. Flavor is rich and sugar-sweet before fruit is ripe. **RIPENS EARLIEST OF ANY KNOWN GRAPE.** Prized for home use and market. Originated at N. Y. Expt. Station. **PRICED BELOW.**

**CONCORD Blue.** 12 vines 2-Yr. 98c. America's leading table and wine grape. Large bunches and berries of attractive blue-black, overspread with blue bloom. Delightfully rich flavor. Sets the standard for judging grapes. Vines are hardy, thrifty growers, and enormous croppers. **PRICED BELOW.**

**DELAWARE Red.** 12 vines 1-Yr. \$1.10. Richest, sweetest, and most refined flavor of any grape. Small berries and bunches. Compact and beautiful. Ideal for fancy desserts, juice and wine. Wine-red color. **PRICED BELOW.**

**NIAGARA White.** 12 vines 1-Yr. 79c. Large berries and bunches, of regular form. Lovely amber-white color. Enticing mellow flavor. Prized for desserts, juice, and preserving. Hardy, thrifty, big producer. **PRICED BELOW.**

**MOORE'S EARLY Black.** 6 vines 1-Yr. 59c. Very profitable early commercial variety. Large bunches and berries of deep blue-black color. Fine flavor and quality. **PRICED BELOW.**

**CATAWBA Amber-Red.** 6 for 59c. Ripens late. Bunches and berries very large. Deliciously flavored, and delightfully colored. Regular and generous producer. **PRICED BELOW.**

**BRIGHTON Red.** 12 vines 1-Yr. \$1.10. Medium-large berries, large bunches. Maroon-red color. Foxy flavor. Good keeper.

## PRICES—ALL GRAPE VINES

	Each	6	12	25	100	250	1000
Concord 1-Yr.	8c	\$0.39	\$0.69	\$1.25	\$3.45	\$7.75	\$24.95
Concord 2-Yr.	12c	.59	.98	1.85	4.95	9.95	37.50
Concord 3-Yr.	20c	1.10	1.85	3.35	9.65	.....	.....
Moore's Early 1-Yr.	12c	.59	.98	1.85	4.95	9.95	37.50
Niagara 1-Yr.	10c	.49	.79	1.45	3.95	8.85	32.50
Niagara 2-Yr.	14c	.69	1.15	1.95	5.65	11.95	45.50
Delaware 1-Yr.	12c	.59	1.10	1.95	5.65	11.95	45.50
Catawba and Brighton same price as Delaware.	1-Yr. Vines only.						
Fredonia 1-Yr.	29c	1.65	2.95	5.45	17.95	.....	.....
Portland 1-Yr.	26c	1.35	2.45	4.45	14.95	.....	.....

Emlong's  
MAMMOTH

MARVELOUS NEW 3-IN-1 TREE FRUIT

Picture on Page 20

# Eureka

A FRUIT that's *Golden Yellow* in July and *Rich Maroon* a month later. Good to eat *fresh* or *canned* in either stage. Measures 2 to 3 inches in diameter, and if thinned it's so large you have to can it in halves! Commands a fancy price as it appeals to both sight and taste. Golden flesh that's juicy but firm. Skin that is smooth and holds up, without spotting, for long distance shipping. Flavor a superb blend of Plum, Apricot and Peach. Juice makes elegant jelly and nectar.

TREES that are hardy as plums and large as apricots. Nothing *ever* stops them from loading up with a *full crop* of immense fruit. Single branches hold 35 to 50 pieces of fruit. Trees start bearing the year after planted, and when mature produce 8 to 12 bushels annually *without fail*. Tested for eleven years. Discovered by R. Z. Nolan, tree breeder, Godfrey, Illinois. Now offered exclusively to EMLONG CUSTOMERS — THAT'S EUREKA!! Want a tree? Better order early, supply is limited.

Send \$1.00 each for 3-4 Ft. trees, or \$1.49 each for 4-5 Ft. trees.



Mr. Nolan displaying a small branch of Eureka.

## New Peach FERTILE HALE

PICTURED ON PAGE 20

At last, a Hale peach which is perfectly fertile and a heavy producer! It resembles both J. H. Hale and Elberta. Favors Elberta in shape, and Hale in color, size, flavor and quality. Ripens a week later than Elberta, when good peaches are scarce and bring fancy prices. Extra firm shipping quality combined with its sparkling beauty make it a sure money-making variety.

Fertile Hale trees have been tested several years in Michigan. Regardless of drought or extreme cold winters they mature extra large, perfect fruit. Plant Fertile-Hale this year — prolong your peach crops and profits! Offered by permission of the owner of Plant Patent No. 175.

### PRICES

	Each	10	100
5/16-7/16	70c	\$6.00	\$45.00
7/16-9/16	85c	7.50	50.00
9/16-1 1/16	\$1.00	9.00	55.00



# Emlong's WASHINGTON Rust-Proof ASPARAGUS The Great Vitamin-Filled Food

## FOR GARDEN PLANTING

No wonder the demand for this delicious vegetable increases every year! We now sell nearly a million roots compared with about one-fifth that number sold annually ten years ago. Asparagus comes with the first breath of spring, before other vegetables are even planted. Those big, tender, juicy, purplish-green tips are just *packed full of health-giving vitamins*. **EVERY-ONE** can eat Asparagus, regardless of age or health. Should be served every day in season, and a liberal supply canned for year-around use. 100 to 250 roots supply the average family. **FREE PLANTING AND CANNING DIRECTIONS ON REQUEST.**

## FOR FIELD PLANTING

Before other crops are planted, you can be selling Asparagus, and find a ready market. Starts bearing in Michigan in May, and continues fully two months. A new fertilizer recommended by the Dept. of Agriculture keeps stalks tender long after the regular season. Fancy tips can be bunched and crated for market. Crooked tips used for home canning or sold in bulk to canning factories. WASHINGTON variety never rusts — every stalk is usable, and it's the heaviest-producing strain known today.

## A SURE MONEY CROP

Annual returns of \$25 for each \$1 invested in roots is reported by growers. One planting produces paying crops for 10 to 20 years. Requires very little work — just cut off old tops in August and cover rows with manure mulch in Fall. No danger of losing your crop from late frosts. Tips are easy to market, as they are not highly perishable.

5000 roots plant an acre. We recommend good one-year roots for large-scale plantings. **FREE INSTRUCTIONS ON REQUEST.**

## EMLONG'S ROOTS PAY BEST

We plant new, high-test pedigreed seed every year. Our light, well-drained, rich soil produces long, white, sturdy roots which bear the quickest and largest crops. You get extra-quality at no extra cost!

### Direct-to-You PRICES

1-YR. GRADE: 25 roots 39c, 50 — 59c, 100 — 85c, 250 — \$1.59, 1000 — \$5.35.

2-YR. GRADE: 25 roots 59c, 50 — 85c, 100 — \$1.39, 250 — \$2.95, 1000 — \$8.65.

## Giant Victoria RHUBARB

### 12 BIG ROOTS 79c

Victoria Rhubarb is famed for its giant-size stalks. Very highly colored, richly flavored, tender and juicy. Profitable market variety. Delicious for sauce, pie, jam, etc. Earliest spring fruit.

LARGE ROOTS: 6 — 49c, 12 — 79c, 25 — \$1.49, 50 — \$2.75, 100 — \$4.95.



*Special Price*  
For HOME CANNERS  
**250 BIG ROOTS**  
**\$1.59**

**100**  
**FINE ROOTS**  
For Your Garden  
**85¢**





McINTOSH



CORTLAND



RED DELICIOUS



YELLOW DELICIOUS

Emlong's  
Pride-O-Mich  
FRUIT TREES

# APPLE

3-4 FOOT  
APPLE TREES  
**10 \$1.95**  
FOR

## 18 CHOICE 6 POPUL

Each

1-Yr., 2-3 Ft.	.....
1-Yr., 3-4 Ft.	.....
1-Yr., 4-5 Ft.	.....
2-Yr., 7/16-9/16 Inch	..... \$0.37
2-Yr., 9/16-11/16 Inch	..... .47
2-Yr., 1 1/16-1 Inch	..... .59

Write for prices o

### DESCRIPTIONS OF THESE VARIETIES

No need to wait for samples when you buy Emlong trees! Every tree will be fully up to grade specified, OR BETTER. Examine them, and if you do not feel that you have received superior stock, and saved money, return them at our expense and receive a refund of amount paid!

Emlong's FAMOUS **"BIG 10"** APPLE ORCHARD  
NOW OFFERED IN 4 SIZES

Offer No. 1 1-Yr. 3-4 Ft.	Offer No. 2 1-Yr. 4-5 Ft.	Offer No. 3 2-Yr. 7/16 to 9/16"	Offer No. 4 2-Yr. 9/16 to 1 1/16"
<b>\$15.9</b>	<b>\$19.8</b>	<b>\$29.7</b>	<b>\$36.9</b>

While the supply lasts we send one each: Jonathan, Red Delicious, Baldwin, Red Winesap, Yellow Delicious, Red Rome, McIntosh, Yellow Transparent, Cortland, Winter Banana. If out of some varieties, we send others of similar nature. Each properly labelled.

No Discount on These Orchards



# TREES

## Guaranteed to Please

### VARIETIES R SIZES

5	10	25	50
0.89	\$1.49	\$3.45	\$6.65
1.10	1.95	4.95	8.75
1.45	2.45	5.50	10.95
1.75	3.35	7.75	14.95
2.35	4.45	9.85	18.95
2.85	5.65	12.95	25.50

ger quantities.

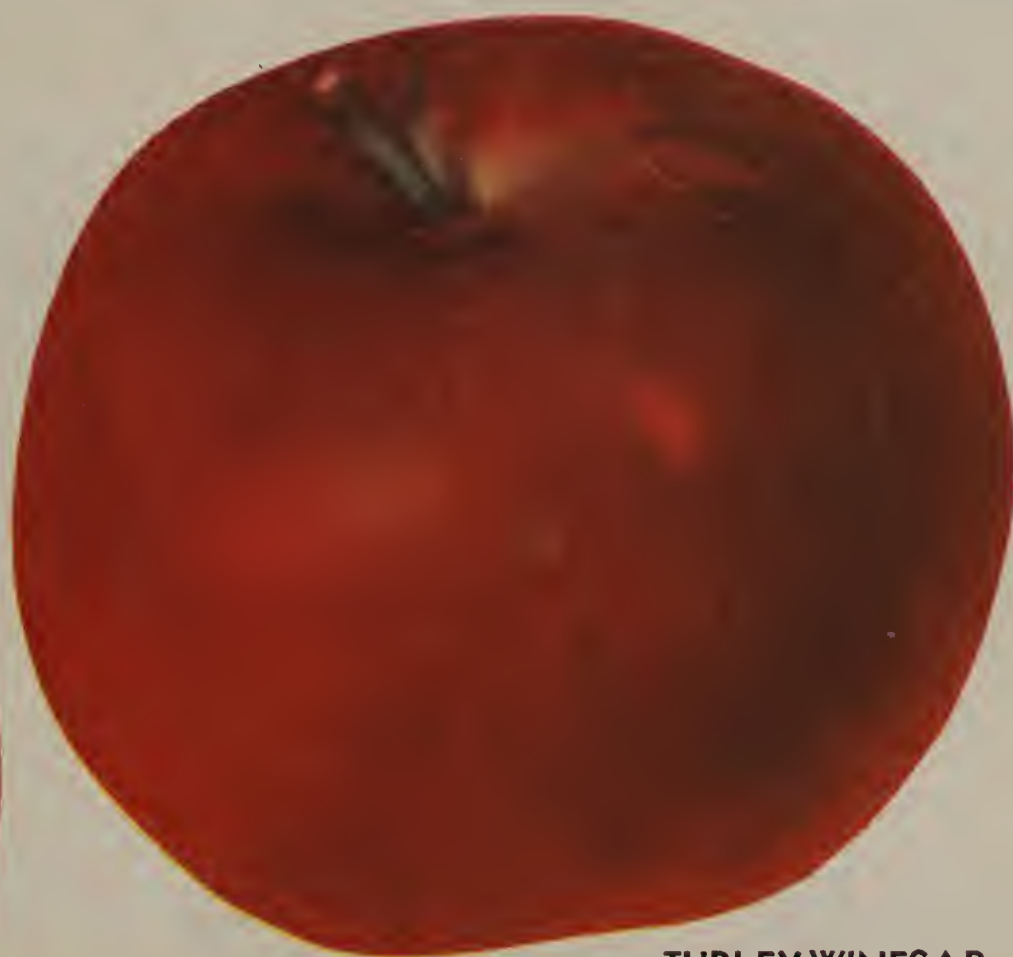
AND OTHERS GIVEN ON PAGE 31

A money-back guarantee — that's how much confidence we have in them! Don't delay — supply will not last long at these prices. BIG DISCOUNTS FOR FULL CASH IN JANUARY AND FEBRUARY. See Page 3. Read description and offers on page 31.

**PRICED**  
As Low As  
**12<sup>1</sup>/<sub>2</sub>¢**  
Each in 100 lots



JONATHAN



TURLEY WINESAP



### Luscious **RED JUNE** A SOLID BLAZE OF COLOR

**5  
TREES  
89¢**

Great big, beautiful, solid-red apples, produced in enormous quantities in MID-SUMMER! Juicy, crisp, white flesh. Delicious fresh or cooked. Excellent shipper, big money-maker. Tree bears quickly, regularly. Very hardy. Beats all other early apples! Supply limited. PRICED AT TOP OF PAGE.



RED  
ROME



Emlong's Exclusive  
**Pride-O-Mich**  
TRADE MARK BRAND

# FRUIT TREES

They Please BIG ORCHARDISTS — They Will Please YOU!



A few of the 2,000,000 fruit tree seedlings budded by our experts last summer. Buds are selected from heavy-fruited trees, bearing largest and most perfect fruit.



Part of our 200,000 peach trees ready for your order. Giant roots; smooth, straight trunks; well-placed branches. The *BEST* in the *WORLD*



Spraying a field of 200,000 one-year apple trees. This Emlong-designed machine soaks them from all directions, even after six feet tall.



Growers who planted up to 5500 of our fruit trees on their farms last year came back last Fall to buy more, for planting this Spring. By November 15, 1937, we had sold 85,450 trees to our neighbors in Berrien County. Whether you want a few trees for the yard, or a big orchard, Emlong's trees are *BEST* and *SAVE YOU MONEY*.

## GOOD ORCHARDS BRING FINE INCOMES

We travelled over many states last summer, and noticed that *where there was FRUIT there was PROSPERITY*. Small orchards brought as much profit as large acreages of ordinary crops. In 1937 about 40% of the Peach crop in this territory alone brought growers nearly \$1,000,000 on the Benton Harbor market. Other fruits brought equally fine returns.

We offer only leading varieties. Those which have been tested for (1) *QUALITY* (2) *YIELD* (3) *FLAVOR* (4) *SIZE* (5) *HARDINESS* (6) *POPULARITY* (7) *APPEARANCE* (8) *PROFITS*. Our catalog descriptions of each variety tell the truth about these important features.

Get started this year with Emlong trees. In almost no time you can be picking fine fruit like that shown on the 3-Yr. trees on opposite page. If you haven't room for an orchard, a few trees in the yard will afford great delight and cut a large slice from your grocery bill—!

Wm. Hudson, Clearfield, Pa. says, "Your plum trees bore so heavy, so quickly, I had to prop up the branches. Never saw anything like it before."

"Every tree you sent me has borne first-class, *TRUE TO NAME* fruit." John Lunkko, Westboro, Mass.

"J. B. Zirnheld, Georgetown, Ind. writes, "Your young trees have caught up with some purchased elsewhere 3 years ago."

"One of those trees bore 23 perfect pears the second year," says Frank Supansic, Springfield, Ill.

*Lower Left.* Section of our field of 50,000 one-year cherry trees. Budded on long-life understock. Note height and caliper. No better trees anywhere — at any price!

*Lower Right:* Our field of 2-Yr. apple trees photographed Aug. 1937. Worth twice what we're asking for them!





# NOWHERE ELSE *Can trees be grown with* ROOTS LIKE THESE!

Says WM. ADAIR, Fruit Tree Expert

"I have devoted my entire life to Fruit Tree propagation, in my own nursery, and also for many of the largest nurseries in the country. I have produced millions of Fruit Trees, and supervised the storage, handling and selling of millions more, in many different states. Knowing that you are greatly interested in obtaining **QUALITY FRUIT TREES**, I wish to give you a few of the many reasons why I know positively that Emlong Fruit Trees will give you **MORE** and **BETTER FRUIT**, **MORE PROFIT**, and **MORE SATISFACTION** than any other trees you can buy:

## FIRST: SYSTEMATIC BUD SELECTION.

Buds and scions for Emlong trees are carefully selected from the most outstanding trees in famous Berrien County orchards, which are constantly under the supervision of trained Horticulturists. This careful selection of buds reacts as follows on the trees which we produce:

**(1) YOUNG BEARING HABIT.** No long period of waiting for fruit. Parent trees selected are all young-bearing specimens, and many of our young trees will commence bearing for you the second year after planted.

**(2) GREATEST PRODUCTIVE ABILITY.** Careful bud selection coupled with natural advantages give our trees the ability to produce **MORE** and **BETTER** fruit than any other brand.

**(3) HARDINESS AND VIGOR.** Hardy and thrifty trees, produced in this northern atmosphere, mature to the very tip of every branch. Air tempered by Lake Michigan breezes hardens them gradually over a long Fall season until they reach the most perfect stage of maturity I have ever seen. Thus there is no danger of winter injury.

## SECOND: MARVELOUS ROOT DEVELOPMENT.

Never before in my life have I seen such roots! They are a revelation to everyone who sees them, and will amaze you also! Even sweet cherry trees, which practically always develop poor roots, form a perfect circle of light colored, fibrous roots here. Every tree is sure to grow. The straight stocky trunks and well developed heads add to their perfection.

These are only part of the advantages of Emlong Fruit Trees. Every day I am more firmly convinced that this spot in Southern Michigan is actually the fruit tree propagators 'PARADISE.' Regardless of our low prices, we offer you the **BEST TREES** that can be purchased, on a money-back guarantee."

*Wm. Adair*

Mr. Wm. Adair with five of the trees which he grew on Emlong's fertile Michigan soil.



Right. 3-Yr. Emlong Peach tree bearing a bushel of immense fruit. N. Garrison, Chillicothe, O. says his peaches weighed  $\frac{1}{2}$  lb. each.

Left. Joe Tomasch, Cleveland, O. proudly displays his 3-Yr. apple tree bought of Emlong. Wm. C. Long, Rock Rapids, Ia. says one of his 2-Yr. trees bore 32 apples.





Emlong's Pride-O-Mich

# PEACH

As Low As

# 16<sup>1</sup>/<sub>2</sub><sup>c</sup>

Each in 100 Lots

HALE-HAVEN

## FAMILY PEACH GROVE

One each Hale Haven, Elberta, Jubilee, J. H. Hale and South Haven.

5 TREES  $\frac{7}{16}$ - $\frac{9}{16}$  size \$1.10

5 TREES  $\frac{9}{16}$ - $\frac{11}{16}$  size \$1.29

No Discount

SOUTH  
HAVEN

Emlong's  
Square Deal

## PEACH

*Your Choice of*

### DEAL No. 1

2 Hale Haven  
2 J. H. Hale  
2 South Haven

$\frac{5}{16}$ - $\frac{7}{16}$  TREES

Both Deals

12 FINE TREES \$1.85

No Discount

J. H. HALE



World's Greatest Strain

# TREES

Priced to Please YOU

	Each	5	10	25	50
5/16 to 7/16 in.	27c	\$1.15	\$1.95	\$4.65	\$8.65
7/16 to 9/16 in.	32c	1.45	2.65	5.85	10.95
9/16 to 1 1/16 in.	39c	1.75	3.25	6.65	12.85
1 1/16 to 1 in.	59c	2.65	4.45	9.75	18.95

Write for prices on larger quantities

DESCRIPTIONS OF PEACHES SHOWN ON PAGES 28 and 29 will be found on page 30. ALSO OTHER VARIETIES. Honest grade — guaranteed to please!



ELBERTA



LATE  
ELBERTA

## 5 SUPER SIZE PEACH TREES

OUR BEST, EXTRA-HEAVY STOCK. BEAR QUICK. We select and label 5 different popular varieties listed in this book.

**\$1.87**  
No Discount

## ORCHARDS

2 DIFFERENT DEALS 3 DIFFERENT SIZES

### DEAL No. 2

- 2 Elberta
- 2 Golden Jubilee
- 2 South Haven

7/16 to 9/16 TREES ONE DEAL \$1.25 6 TREES	9/16 to 1 1/16 TREES ONE DEAL \$1.49 (6 TREES)
BOTH DEALS \$2.37	BOTH DEALS \$2.78
No Discount	No Discount



GOLDEN  
JUBILEE



*Any*  
**10 TREES**  
*5/16-7/16 size*  
**\$1.95**

Emlong's Genuine  
**PRIDE-O-MICH**  
TRADE-MARK

# PEACH TREES

ALL THE POPULAR VARIETIES, INCLUDING THOSE SHOWN ON PAGES 28 and 29. ALL FANCY GRADES. Extra large, smooth trunks; well balanced branches, heavy root systems

COMPLETE PRICE LIST ON PAGE 29. DISCOUNTS—PAGE 3.

Due to an exceptionally favorable growing season, our peach trees "made-up" larger than usual this year. We have no light whips, but have priced our larger grades low enough to fit every budget. All varieties priced alike except Late Elberta, All-Red, Hardee, and Fertile Hale. WRITE US FOR PRICES ON LARGE LOTS OF TREES.

## HALE HAVEN

Truly the Marvel peach of today! Second only to Elberta in demand last year. It's a great big handful of rich, snappy, tempting sweetness with a flavor you'll never forget. Every peach ripens to rich orange overspread with brilliant red, **ON THE TREE, BEFORE RIPE**. Combines large size and firmness of J. H. Hale with perfect fertility of South Haven. Ripens 15 to 20 days before Elberta. Excellent freestone for canning and shipping. Trees grow rapidly, bear young, produce heavily, and are **SURE CROPPERS EVERY YEAR**. Stood 26 below zero without bud injury. **PRICED THE SAME AS COMMON VARIETIES AT EMLONG'S THIS YEAR — BETTER ORDER EARLY.**

## SOUTH HAVEN

Fancy golden-yellow fruit with dark red cheek and splash-marks. Very beautiful and very delicious, fresh or canned. Retains its color and richness when canned. Firmness and fine texture make it an excellent keeper and shipper. Ripens about 10 to 15 days ahead of Elberta. Freestone, self-fertile, very hardy, thrifty, young bearer. **TREMENDOUS PRODUCER EVERY YEAR**. You can't plant too many South Haven trees — they're sure money-makers.

## BIG J. H. HALE

Emlong's special bud-selected strain is larger, and bears generously. Most beautiful peach! Extra large, nearly fuzzless, bright yellow with carmine blushes. Richly flavored. Orchardists plant South Haven or Rochester with them for pollenization. Fancy, high-priced eating and canning sort.

## New ALL-RED JELL-PEACH

R-E-D skin, flesh, juice, jam and jell! The **ONLY PEACH** which jells by itself. Richly aromatic and highly flavored. Ripens **LATE**, bears **TREMENDOUS LOADS OF FRUIT**, starting young. Freestone, self-fertile, and **HARDY WHEN ALL OTHERS FAIL**. Valuable for home use and jelly canners. Originated by R. Z. Nolan, who discovered Eureka. **GROWN AND SOLD ONLY BY EMLONG**. Limited Supply. **PRICES: 2-3 ft. at 35c each; 10 trees for \$2.75; 3-4 ft. at 45c each; 10 trees for \$3.75.**



## The GREAT ELBERTA

King of mid-season peaches. Grown from coast to coast with equal success for home use, canning, storage, shipping and drying. Freestone and self-fertile. Fruit is very large, bright orange-yellow with dark red mottling. Fine flavor. **IDEALLY FIRM** in flesh and skin. Greatest peach on record — kept up-to-date by our special **BUD-SELECTION FROM THE CHOICEST TREES IN MICHIGAN**. See our low prices — page 29.

## GOLDEN JUBILEE

More popular every year as growers and buyers come to know it. Ripens extra early (with Rochester), is freestone, hardy, and perfectly fertile. Fruit is large; distinctly long in shape; blazing orange-apricot color inside and out; skin mottled bright red. Exquisite syrupy flavor, fresh or canned. In high demand by shippers.

## New LATE ELBERTA

Praised so highly by those who grow it, that we want our customers to enjoy its goodness and profits. Rounder in shape than Elberta. Clear-yellow skin blushed with deep scarlet. Golden flesh that's firm, juicy, and richly flavored. Perfect freestone, self-fertile and hardy. 10 days later than Elberta. Very profitable. Sample fruit shipped 600 miles express without refrigeration arrived in 95% perfect shape. **LIMITED SUPPLY. PRICES: 5/16-7/16 trees 45c ea.; 10 for \$3.95; 7/16-9/16 trees 59c ea.; 10 for \$4.95.**

**ORIOLE.** A round ball of orange-apricot color inside and out. Valued for its **SUPERBLY RICH FLAVOR** and **EXTREME HARDINESS**. Extra-heavy producer. Ripens before Rochester.

**EARLY ELBERTA.** Prolific, annual bearer of large, freestone, fine-grained fruit. Yellow with red blush. Self-fertile.

**ROCHESTER.** Early, orange-yellow with blazing red cheek and markings. Delicious flavor. Excellent canner and shipper. Freestone, very hardy, enormous cropper. Excellent pollenizer.

**GOLD DROP.** Medium-size, golden-yellow skin and flesh. Mellow and good. **EXTRA LATE** freestone, self-fertile. Very hardy and a tremendous bearer.

FOR SUPER-SIZE PEACH TREES SEE PAGE 39

## "ECONOMY PEACH DEAL"

YOUR CHOICE — 3 SIZES

Genuine  
**25 PRIDE-O-MICH. PEACH TREES**

We select 5 each of 5 different varieties and label them true to name. Our regular quality stock. Early to late kinds, all flavors.

WONDERFUL BARGAIN

THE 25 TREES  
5/16-7/16. No discount  
**\$3.65**

THE 25 TREES  
7/16-9/16. No discount  
**\$4.75**

THE 25 TREES  
9/16-1 1/16. No discount  
**\$5.45**



# OVER 100,000 APPLE TREES

Emlong's Guaranteed PRIDE-O-MICH Fancy Quality  
6 POPULAR SIZES — FIT EVERY PURPOSE AND BUDGET  
24 VARIETIES SUITED FOR NATION-WIDE PLANTING

Sale Price

as low as

10 TREES

ONE YEAR

2 - 3 Foot

\$149

COMPLETE PRICE LIST ON PAGE 24. DISCOUNTS—PAGE 3.

NOTE: Trees available in all sizes unless otherwise specified. WRITE US FOR PRICES ON LARGE LOTS OF APPLE TREES.

**ALL RED DELICIOUS.** Dark, blackish-red all over, before ripe. Can be picked earlier than Delicious. Not quite as large as Delicious, but fully as profitable. Fancy eating apple, and excellent for shipping and storage. One-Year sizes only.

**DELICIOUS RED.** *Mammoth strain.* Buds selected from the best trees in Michigan. Bright-red color, long, tapering shape. Flesh is crisp, white, juicy, sweet, and richly aromatic. Fruit keeps all winter in storage. Highly profitable. Trees are prolific, annual bearers. Hardy, thrive everywhere. **MOST POPULAR APPLE!**

**DELICIOUS YELLOW.** Judged by critics the best-flavored apple in the world! Not as large as Delicious Red, but similar in shape. Crisp, white, juicy, flavorful flesh. Firm skin. Good shipper and storage sort. Hardy, good producer, regular bearer.

**GRIME'S GOLDEN.** Best *late-winter* Yellow apple. Very solid flesh and bruise-proof skin. Mild, sweet, spicy, aromatic flavor. Excellent for eating, cooking, drying, shipping, storage. Special, long-life strain. Very profitable commercial sort.

**JONATHAN.** Buds selected from darkest red and heaviest-bearing trees in Michigan. The **PERFECT LATE WINTER STORAGE APPLE.** Brings big profits to growers every year. Trees are very hardy, **BEAR YOUNG**, and abundantly. Fruit matures to large, uniform size, perfect shape, dark red color. Flesh is fine, very firm, white, juicy, crisp, and highly flavored. Equally desirable fresh or cooked.

**McINTOSH.** Our special large strain, much larger than illustration on page 24. Fancy Fall dessert apple of bright, snappy, glossy-red. Beautiful and fragrant. Spicy, juicy, white flesh. Hardy trees which start bearing heavily while young and thrive on poor soils. Excellent keeper and shipper.

**TURLEY WINESAP.** Gorgeous blackish-red apple which matures to large size and attractive shape. Flavor is richer, flesh and skin firmer than Winesap. Does not crack during unfavorable weather. Delicious fresh, cooked, or dried. Keeps in storage until Spring.

**BALDWIN.** A favorite *late winter* storage, drying, and pie apple. Large, bright-red. Flesh is white, juicy and firm. **HARDY.**

**ASTRACHAN RED.** Pretty Red *summer* apple. Good to eat and cook. Tart flavor. 2-Yr. sizes only.

**DUCHESS.** Highly colored, large strain. Red-striped *summer* eating and cooking apple. Well-known and liked. 1-Yr. sizes only.

**HYSLOP CRAB.** Bright, glowing red with purplish bloom. Large, highly flavored, hardy, big-producer.

**GREENING, N. W.** Very large, round, greenish-yellow. *Winter* storage, shipping, drying, cooking and eating sort. Very hardy and dependable. 2-Yr. sizes only.

**NORTHERN SPY.** Very popular *winter* pie apple. Excellent fresh or cooked. Large, greenish-yellow splashed red.

**RED JUNE.** Earliest Summer. See page 25 for description.

**TOLMAN SWEET.** Best yellow sweet apple. Popular dessert variety. 2-Yr. sizes.

**YELLOW TRANSPARENT.** *Midsummer* yellow with juicy, acid, white flesh. Very hardy, heavy producer. Large strain.

**YORK IMPERIAL.** Very large, fancy-looking *Winter* apple. Greenish-red heavily striped with red. Popular shipping and storage sort.

**WOLF RIVER.** Immense, flat, yellow splashed red. Tender flesh. Valued for baking purposes.

**WEALTHY.** Large, round, greenish-yellow with red stripes. Ripens early Fall. Tender, white, acid flesh. Valuable pollenizer for other sorts.

**CORTLAND.** An extra-large, late Fall type of McIntosh. Bright red, with purplish bloom. Wonderful flavor.

**WINTER BANANA.** Lovely lemon-yellow with scarlet cheek. Richly flavored, juicy, white flesh. *Early winter.*

**STAYMAN'S WINESAP.** Very large, bright, cherry-red, late-Fall apple. Sweet, enticing flavor. Juicy, but a good keeper. Trees are hardy, heavy bearers, and bear annually. Great improvement over the old Winesap. Profitable commercial variety.

**ROME BEAUTY.** Beautiful dark-red apple of large size and handsome shape. Retains its rich color and juciness in storage until Spring. Popular for dessert purposes, cooking and drying. One of the best.

**ALL-RED ROME.** Just a trifle smaller than its parent, but of deeper-red color which is becoming popular in dessert apples. Snappy flavor. Same quality as Rome Beauty. 1-Yr. sizes only.

## ECONOMY APPLE DEAL

CHOICE OF 6 SIZES

25 Genuine PRIDE-O-MICH  
APPLE TREES

We select 5 trees each of 5 different varieties and label true to name. Our regular quality stock. Early to late, all-purpose varieties.

BIG MONEY-SAVER

1 Yr. 2-3 Ft.	\$2.75
1 Yr. 3-4 Ft.	\$3.96
1 Yr. 4-5 Ft.	\$4.45
2 Yr. 7/16-9/16	\$6.45
2 Yr. 9/16-1 1/16	\$7.95
2 Yr. 1 1/16-1 in.	\$10.45

Super-Size Apple Trees See Page 39



# CHERRY TREES

$\frac{5}{16}$  to  $\frac{7}{16}$

# 37c

(Sweet Varieties)

## Emlong's Home-Grown

## NOW ON SALE AT

DESCRIPTIONS ON PAGE 34

### Prices

$\frac{5}{16}$  to  $\frac{7}{16}$ : 37c ea., 5 for \$1.65, 10 for \$3.25, 25 for \$7.75, 50 for \$14.65.  
 $\frac{7}{16}$  to  $\frac{9}{16}$ : 45c ea., 5 for \$1.95, 10 for \$3.75, 25 for \$8.95, 50 for \$17.50.

Sour Varieties  
Priced on  
Page 34.

WINDSOR

### "CHERRY GROVE"

Fit for a king's estate!

**6** EXTRA FINE TREES  
 $\frac{7}{16}$  to  $\frac{9}{16}$  grade

## \$1.95

no discount

1 Tartarian 1 Windsor  
1 Napoleon 1 Richmond  
1 Schmidt 1 Montmorency

### "Farmer's Choice" CHERRY ORCHARD

**25**  
TREES **\$7.45**  
 $\frac{7}{16}$  to  $\frac{9}{16}$

no discount

WE select 5 trees each of 5 different varieties, all leading commercial sorts. BIG VALUE—SURE TO PLEASE YOU!

### "Junior" CHERRY ORCHARD

**5 TREES**  $\frac{5}{16}$  to  $\frac{7}{16}$

WE select 5 different varieties of cherry trees and label.

BIG  
BARGAIN.

## \$1.35

no discount

EARLY  
RICHMOND

NAPOLEON



# *Pride-O-Mich Cherry Trees*

## **WORLD'S LOWEST PRICES**

ALL SWEET  
VARIETIES

OTHER VARIETIES PAGE 34

$\frac{9}{16}$  to  $1\frac{1}{16}$ : 52c ea., 5 for  
\$2.45, 10 for \$4.45, 25 for  
\$10.50, 50 for \$19.95.

$1\frac{1}{16}$  to 1 in.: 63c ea., 5  
for \$2.95, 10 for  
\$5.45, 25 for  
\$13.65, 50 for  
\$25.75.

Sour Varieties  
Priced on  
Page 34.

$\frac{5}{16}$  to  $\frac{7}{16}$  TREES

as low as

**10 for**  
**\$3<sup>25</sup>.**

BLACK  
TARTARIAN



LARGE  
MONTMORENCY



SCHMIDT'S  
BIGGEREAU





- 1 Delicious Apple
- 1 Elberta Peach
- 1 Bartlett Pear
- 1 German Prune Plum
- 1 Tartarian Cherry
- 1 Montmorency Cherry
- 1 Superb Apricot

A complete variety of the finest tree fruits for home use. Loads of luscious fruit from July until winter, every year, from your own trees, for what you would pay for just a single bushel on the market. **NO DISCOUNT ON THESE ORCHARDS.**

**\$195**

**7 FINE TREES**

**\$249**

2 Sweet Cherry

2 Apple

2 Peach

2 Plum

2 Sour Cherry

2 Pear

**"2 By 2"**

**SAMPLE ORCHARD**

**12 TREES**

We select and label true to name: 2 Apple, 2 Peach, 2 Plum, 2 Pear, 2 Sweet Cherry and 2 Sour Cherry trees. Each a different variety listed in this catalog. Regular Quality.

**NO DISCOUNT**

**\$298**

**\$387**

**\$498**

5 Apple

5 Peach

5 Plum

5 Cherry

5 Pear

**BIG SAMPLE Orchard Deal**

**25 TREES**

We select and label true to name: 5 Apple, 5 Peach, 5 Plum, 5 Cherry and 5 Pear trees. At least 20 different varieties of tree fruits! Finest assortment for home and market. An investment that will pay big dividends for the balance of your lifetime!

**NO DISCOUNT**

**\$595**

**\$749**

**\$985**

Emlong's Genuine  
Pride-O-Mich  
TRADE-MARK

# CHERRY TREES

POPULAR SWEET AND SOUR VARIETIES. ILLUSTRATED IN COLOR ON PAGES 32 and 33. SWEET VARIETIES PRICED ON PAGES 32-33, SOUR VARIETIES PRICED BELOW:

## BLACK TARTARIAN (Sweet)

Very large, glossy purplish-black, heart-shaped cherries. Crisp, tender, richly colored, mild, sweet flavored flesh. One of the most popular for eating fresh, shipping, and canning. *Ripens late June.* Trees are large, upright growers, and generous croppers. Regular bearer, and one of the hardiest sweet varieties.

## SCHMIDT'S BIGARREAU (Sweet)

The height of excellence! Every piece of fruit of immense and uniform size. Dark, purplish-red color with high gloss and most attractive heart-shape. Luscious, dark, tender flesh which is good long before full ripe. Hardest, heaviest bearer, and most sure-cropper of the sweet varieties. Bears young. *Ripens in July* right after Tartarian. All-purpose profit-maker.

## WINDSOR (Sweet)

*Best late.* Dark maroon-red skin and flesh. Exquisite flavor. Resists rot and clings to tree long after full ripe — maturing to extra large size. Brings fancy prices for dessert purposes and canning. Wonderful firmness of flesh and skin. Trees are thrifty growers, tremendous bearers, regular croppers.

## NAPOLEON (Sweet)

Often called Royal Ann. Large golden-yellow fruit with glowing red cheek. Very popular and a fine money-maker. Delicious fresh or canned. Popular canned for fruit salads. Generous bearer and good keeper.

## BING (Sweet)

Giant brownish-black-red mid-season variety which is popular for eating purposes. Exquisitely flavored. Grown extensively in eastern states.

## LARGE MONTMORENCY (Sour)

The largest, darkest-red, best flavored Sour Cherry. Juice is sub-acid and in high demand for cider. Immense orchards are planted to this one variety to supply canners. Marvelous keeper, on the tree and after picked. Trees are very hardy, tremendous bearers, and **NEVER FAIL TO CROP ANNUALLY.** Bear soon after planted. Fruit ripens mid-season to late. Finest all-around sour cherry in the world.

## EARLY RICHMOND (Sour)

Popular acid variety which ripens in May. Bright, cheerful red color — make fine pie. Dependable, hardy, big-yielder.

### PRICES: MONTMORENCY AND RICHMOND ONLY

	Each	5	10	25	50
5/16-7/16 caliper . . . . .	45c	\$2.10	\$3.95	\$9.25	\$17.75
7/16-9/16 caliper . . . . .	55c	2.65	4.95	11.65	21.50
9/16-1 1/16 caliper . . . . .	65c	3.15	5.95	13.95	25.95

Write for Prices on Larger Lots for Commercial Orchards. Sweet Cherry Trees Priced in Four Sizes on Pages 32 and 33.

Note: Bargain Cherry Orchards on Page 32. Don't Overlook Them.

"Your trees are straight, well-grown, and beautiful specimens. They were wrapped with utmost care. The price is low." D. L. VanEtter, Binghamton, N. Y.

"The 275 fruit trees grew 100%. We had Apples, Pears, Quinces, Plums, Cherries and Peaches the third year." J. S. Johnson, Omaha, Nebraska.



# Never Before at Such Prices!

## EMLONG'S GENUINE PRIDE-O-MICH NORTHERN GROWN

# Bartlett PEAR TREES!

PICTURE ON PAGE 36

The Pear that Outsell All Others 7 to 1

New pear varieties come and go, and glowing descriptions are written about them, but *figures tell facts!* Our sales records show Bartlett demanded every year in seven times greater quantity than all other pears added together. There are never enough to fill the demand. *WHY?* It sets the standard for excellence in FLAVOR, BEAUTY and YIELD. Nothing more beautiful than Bartlett's waxy-golden coloring, bright flame cheek, and artistic shape. Fine texture, mellow, juicy, free from graininess, superbly flavored. Favorite for eating, canning and shipping. Fruit wrapped in green wax paper, packed in boxes and placed in cold storage sells at triple price after the regular season. Trees are thrifty growers, hardy, and regular heavy bearers. *Plant a big orchard this year, before prices go up!* Complete price list at bottom of page.

### KIEFFER PEAR TREES 37c UP

The giant-size WINTER pear which is picked while green and stored in a cool, dark room until it ripens and mellows. Turns golden-yellow when ready to use. Favorite for baking, canning, storage and shipping. Very hardy and resistant to blight. Prices at bottom of page.

**CLAPP'S FAVORITE PEAR.** Immense greenish-yellow pear with dark carmine-red cheek. Very attractive, smooth shape. Flesh fine and sweet. Ripens after Bartlett. Fancy market type. Prices at bottom of page.

**SECKLE — Sugar Pear.** Small, very sweet, dark-red eating and pickling variety. Hardy, good producer. Priced below.

**APRICOT TREES.** Produce bright orange-apricot colored fruit with flesh of same color. Superbly mild flavor. Delicious fresh, canned or dried. Rich in iron — can be digested by those who are denied other fruits. Plant two trees to insure pollenization. Your choice of SUPERB or MOOREPARK varieties. Both hardy as plums, easy to grow.

5/16 size 45c, 5 for \$2.10, 10 for \$3.95. 7/16 size 55c, 5 for \$2.65, 10 for \$4.95.

### HARDEE PEACH

Don Byers Pat. No. 120

Claimed by its originator to withstand 18 below zero without injury! Large fruit of Elberta type. Delicious flavor, excellent quality for every purpose. Golden yellow flesh and skin, with red blush. Ripens mid-season.

PRICE: 7/16 size \$1.00 each, 10 for \$9.00. Picture, page 36.

**NECTARINES:** Fruit as large as peaches, but entirely fuzzless. Golden-orange with blazing red blushes. Strikingly beautiful, and richly flavored. Combine peach and apricot flavor. Trees hardy as peaches, easy to grow.

5/16 grade 59c ea., 3 for \$1.49. 7/16 grade 69c each, 3 for \$1.95.

**QUINCE TREES:** Famous *Orange* variety. Large yellow, round. Excellent for baking, preserving and jelly making. Often combined with apples to add tartness.

7/16 to 9/16 grade 75c ea., 5 for \$3.65, 10 for \$6.95.

10 FOR  
\$3.25

### "Reliable" PEAR DEAL

### 25 TREES

An ideal commercial pear orchard, with just the right varieties to make the most money. Hardy trees, which bear young and produce heavily. WE SEND 20 BARTLETT and 5 Kieffer. (No change in varieties). **NO DISCOUNT ON THIS OFFER.**

5/16-7/16  
TREES

7/16-9/16  
TREES

\$6.45

\$7.95

"Your pear trees set in April bore fruit in August — same year." Mrs. T. B. Blakey, Beattyville, Ky.

"Pear trees bought of you bear so heavy I have to thin the fruit 1/2 to keep trees from breaking." R. S. Sholty, Anderson, Indiana.

### PRICES ALL PEAR TREES

	Each	5	10	25	50	100
5/16 to 7/16 caliper.....	37c	\$1.75	\$3.25	\$7.85	\$14.45	\$27.50
7/16 to 9/16 caliper.....	45c	2.15	3.95	9.25	17.50	34.00
9/16 to 1 1/16 caliper.....	57c	2.75	5.25	11.85	22.95	44.50

A FEW SUPER-SIZE KIEFFER PEAR TREES — SEE PAGE 39 FOR PRICE





HARDEE



KIEFFER

**New HARDEE**

PEACH Patent 120

$\frac{7}{16}$  to  $\frac{9}{16}$ "  
TREES  
Page 35

**\$1.00**  
each

**KIEFFER**

PEAR TREES

SUPER-SIZE  
STOCK CALIPER  
 $\frac{11}{16}$ " UP. BIG  
TREES, BEAR  
QUICK.

**75c**

EACH

5 for \$3.50

10 for \$6.45

See page 35  
for OTHER  
PEARS and  
PRICES.

**"Full Crop" PEAR GROVE**

6 TREES  $\frac{7}{16}$  to  $\frac{9}{16}$

**\$1.95**

2 Bartlett, 2 Kieffer  
1 Clapp's Favorite  
1 Seckel

no discount

**"Big 6" Pear and Plum Grove**

$\frac{7}{16}$  to  $\frac{9}{16}$  SIZE

**\$1.75**

We select 3 varieties Plum  
and 3 Pear trees. All  
labelled. FINE VALUE!

no discount

**APRICOT TREES**

Description page 35.

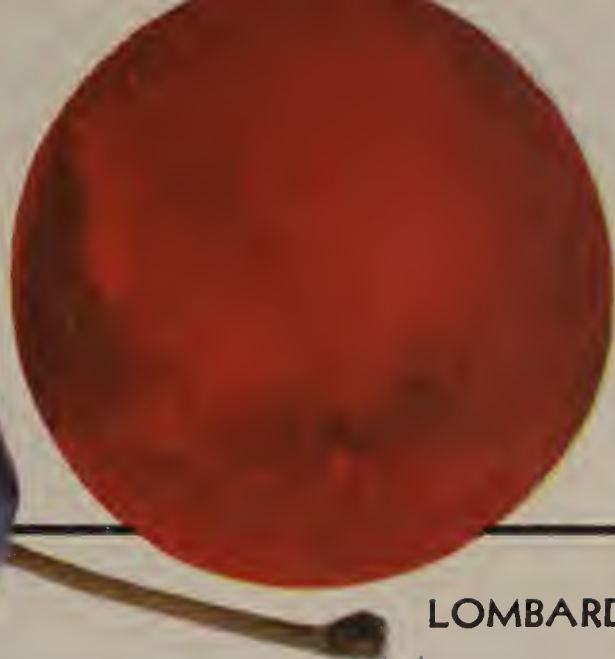
**2 FOR 90c**







GRAND  
DUKE



LOMBARD



REINE CLAUDE

Emlong's  
Pride-O-Mich

# PLUM TREES

MANY FANCY VARIETIES  
Priced for Thrifty Buyers!

	Each	5	10	25	50
5/16 to 7/16" caliper	37c	\$1.75	\$3.25	\$7.85	\$14.45
7/16 to 9/16" caliper	45c	2.15	3.95	9.25	17.50
9/16 to 1 1/16" caliper	57c	2.75	5.25	11.85	22.95

Write for prices on larger quantities

YOUR CHOICE of these beautiful, delicious Plums, and those listed on page 38. All the finest quality, youngest bearing, and heaviest fruiting varieties! Buy direct from the grower — SAVE MONEY.

DESCRIPTIONS OF ALL VARIETIES ON PAGE 38

## "Hi-Grade" PLUM ORCHARD

7 BIG 7/16 to 9/16 TREES

One each: Grand Duke, Burbank, German Prune, Lombard, Wickson, Reine Claude, Italian Prune.

(A similar variety will be substituted when sold out of the above, all labelled correctly.)

**\$2.19**

no discount

*any*  
**5** *for*  
**\$1.75**

5/16 to 7/16  
SIZE



BURBANK



WICKSON



GERMAN  
PRUNE

## "Thrifty" Plum Grove

For Junior Orchardists  
5 TREES 5/16 to 7/16

**\$1.29**

no discount

We select one each of five varieties and label each true to name. Wonderful Assortment!



# For a **QUICK CROP** of Tree Fruit Plant Emlong's Pride-O-Mich **PLUMS**

TRADE-MARK

**10 TREES**  
**5/16-7/16**  
**SIZE**  
**ONLY \$3.25**

Your Choice of Varieties.  
All famed for:

FANCY FLAVORS  
DAZZLING COLORS  
CLASSY APPEARANCE  
DEPENDABLE QUALITY

## Dozen Assortment PLUM TREES

We send 6 German Prune and 6 other assorted varieties. All varieties described in this book. Dependable, hardy, heavy-bearing types. A grand assortment at a big saving!

**NO DISCOUNT**

**5/16-7/16**  
**SIZE**

**\$2.98**

**7/16-9/16**  
**SIZE**

**\$3.85**

**9/16-11/16**  
**SIZE**

**\$4.95**

## MARKET GROWERS

## PLUM DEAL 25 TREES

5 trees each of 5 different kinds plums. WE select them and label true to name. Early to late kinds. Big variety of flavors and colors!

**NO DISCOUNT**

**5/16-7/16**  
**SIZE**

**\$6.39**

**7/16-9/16**  
**SIZE**

**\$7.85**

They start bearing the year after planted and increase in yield and value each year. Plum trees are hardy throughout the United States and very easy to grow. We offer only leading, thoroughly-tested, popular varieties which are sure to give satisfaction. ALL VARIETIES PRICED ON PAGE 37. SEE PLUM ORCHARDS ON PAGE 37 ALSO.

## GERMAN PRUNE

We have chosen German Prune as Plum King for 1938 because it leads all others in popular demand. We have never been able to fill all our orders for this variety! Called a medium-size plum, but we discovered by measuring they averaged better than 2 inches long and nearly that wide. Dark blue color, with beautiful powder-blue bloom. Attractive, long shape. Flesh is golden-orange, very fine in texture, juicy, richly flavored. A superb fruit to eat fresh, canned or dried. Not too acid. Trees are perfectly hardy, young bearers, and tremendous croppers. A five-acre orchard here in Berrien County bore nearly 2,000 bushels last summer, with average market price \$1.85. Ripens late.

## BURBANK

Large, round, golden and maroon plum overspread with pretty bloom. Flesh is golden, sweetly and richly flavored, of fine texture and firm quality. One of the best for big crops, hardiness and dependability. Delicious fresh or canned or in jelly. Popular mid-season shipping sort.

**WICKSON:** A giant drop of honey-yellow, often measuring 3 inches across. Glossy skin, tender, exquisitely flavored pink flesh. Very little acid. Not a heavy bearer, but a fancy freestone, eating sort which sells at fancy figures.

**LOMBARD:** Big, roundish, cherry-red plum, with reddish flesh. Ripens mid-season, is hardy, and a good producer. Favorite for canning.

**ITALIAN PRUNE:** Giant Purple, oblong plum which ripens in September. Beautiful and very delicious. Regular cropper. Fine for drying, canning, storage.

**REINE CLAUDE:** Large, round, greenish-yellow plum with a marvelously sweet flavor. Almost lacking in acid. Tender yellow flesh. Improved Green Gage. Hardy, regular and heavy cropper.

**GRAND DUKE:** Looks like an over-sized prune-plum, with its dark purplish-blue skin and heavy bloom. Fancy eating sort.

**YELLOW EGG:** Large, egg-shaped, golden-yellow plum with delicious, mellow orange flesh. Fine keeping and shipping quality. Very firm, big producer, regular bearer. Pretty as a picture!

**DUNKLEBERG:** Medium-size oblong purplish-blue plum with yellow flesh. Favorite for long-distance shipping and storage purposes. A marvel for bearing and keeping. Highly flavored, excellent canner.

**ABUNDANCE:** Round, amber-colored with red blush. Thrives everywhere, and never fails to produce an enormous crop. Popular market type.

## PRICES ON ALL PLUM TREES ON PAGE 37

"Your Plum trees stood 23 below zero. They bore young. I am well pleased with everything bought of you." Wm. Hudson, Clearfield, Pa.

"The early bearing and giant size fruit on my plum trees are the surprise of the neighborhood. I am recommending your stock to friends." H. Soboviak, Watseka, Ill.

"Your fruit trees are the best I ever saw. My neighbors think they are wonderful. I want some more next Spring." C. W. Brodie, Haverhill, Mass.





Nearly a bushel of Apples three years after this tree was planted.

"My apple tree was the wonder of the neighborhood. Planted in April, it bore 32 apples the first summer. Was bent to the ground before I discovered it! Pear tree ripened 5 the first year. Couldn't hardly believe my eyes." Clark Johnston, Canfield, Ohio.

large caliper, extra height, extra heavy root system, etc. Bigger in every way than grades priced in our regular list. There's only a few of these trees in varieties named below, so order early:

## VARIETIES — State 2nd and 3rd Choice

### PEACH TREES:

Elberta  
Hale Haven  
South Haven  
J. H. Hale  
Rochester  
Oriole

### APPLE TREES:

Jonathan  
Red Delicious  
Stayman's Winesap  
Rome Beauty  
Northern Spy

### PEAR TREES:

Kieffer only

# Emlong's SUPER SIZE FRUIT TREES 75c EACH

Any 5 for \$3.50  
Any 10 for \$6.45

## BEAR QUICK

Ideal for those who only have room for a few trees in the yard. Also useful for replanting missing trees in orchards. Carefully selected for extra-

# HARDY RED

Everblooming  
CLIMBING  
RUGOSA  
ROSE

The Lovely  
AMELIA  
GRAVEREAU



2-Yr. Bushes 69c each; 3 for \$1.49.

Hardy dark-red Eskimo Beauty Rugosa rose with flowers of the American Beauty type. Can be grown as a climber, bush rose, or hedge rose. Blooms all summer. Budded plants.

## OLD FASHIONED RAMBLER ROSES 39c each; 3 for 98c

Small, double flowers in huge clusters, cover entire vine in summer. Charming for arbors, fences, etc. YOUR CHOICE: Red, White, Pink, Yellow. 2-Yr. bushes.



## HARDIEST RUGOSA SHRUB ROSES 39c Each; 3 for 98c

Lovely Eskimo roses with thick, healthy foliage. Red seed-pods in Fall. YOUR CHOICE: Red Grootendorst (Everblooming clusters); Pink Grootendorst (Everblooming clusters); Agnes large yellow; Coubert, large white. 2-Yr. bushes.

DOROTHY

## BABY ROSES

Giant clusters of 1-inch blooms June till winter. Hardy. Gorgeous for beds and borders. YOUR CHOICE: Gloria: Orange, Chatillon; Rose, Edith; Scarlet; Red Baby: dark red.

2-Yr. budded plants. 39c; 3 for 95c; 10 for \$2.79.



SHRUB ROSE

## Currant & Gooseberry Plants

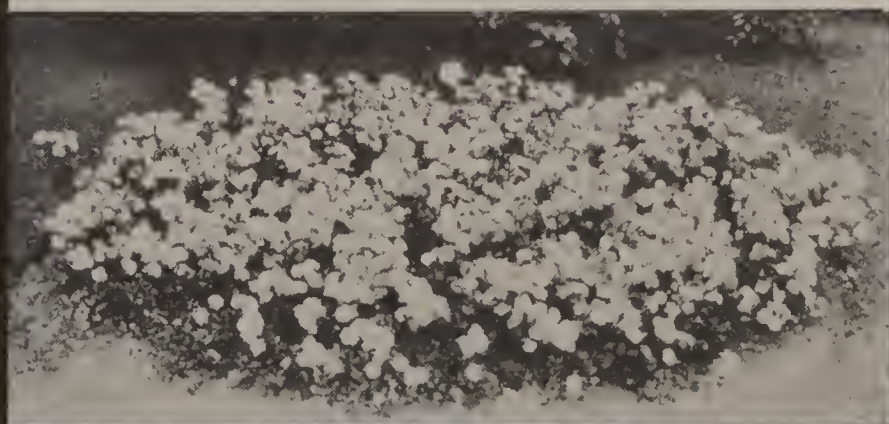


6 for \$1.00; 12 for \$1.85; 25 for \$3.50; 50 for \$5.95; 100 for \$9.95.

**RED CHERRY CURRANTS:** Large, bright-red berries borne in long clusters. Tart, snappy flavor. Good fresh, preserved, or in jelly. Hardy, highly productive, very profitable. Ornamental foliage. Medium height plants suitable for shrubs.

**DOWNING GOOSEBERRY:** Large greenish-yellow fruit with excellent flavor. Useful for preserving, pies, etc. Ornamental shrubby bushes.

**IMPORTANT: WE SHIP CURRANT AND GOOSEBERRY PLANTS in March and April, to the following states only: Michigan, Indiana, Illinois.**



Baby Roses 10 FOR \$2.79



*Roses*  
GRADE "A"  
**69c**

Emlong's  
Gorgeous

# EVERBLOOMING

**GRADE "B" — 39c each, 3 for \$1.00, 10 for \$2.98.**  
**GRADE "A" — 69c each, 3 for \$1.49, 10 for \$4.45.**

YOUR CHOICE OF ANY VARIETY ON THESE TWO PAGES IN GRADE A OR GRADE B STOCK. Grade A means strictly No. 1 plants in every respect. Sold at \$1.00 each elsewhere. Perfect root system, branching, caliper, etc. TWO-YEAR, field-grown, hardy, budded stock. Bloom this year.



E. G. HILL



AUTUMN



GOLDEN DAWN

**AUTUMN.** Golden-salmon, blushed with red at center and outside petals.

**E. G. HILL.** Deep, brilliant red, plated with scarlet. Large blooms.

**GOLDEN DAWN.** Large, unfading, bright, clear yellow. Free bloomer.

**PINK RADIANCE.** Large, globular flower. Pink inside, carmine outside. Very hardy, healthy, always in bloom.

**RED RADIANCE.** Same habit as the above, but clear, rosy-red color.

**MRS. CHAS. BELL.** Salmon colored radiance.

**F. K. DRUSCHKI.** Magnificent, snowy white. Immense blooms, plenty of them!

**MEV. VAN ROSSEM.** Bright gold

with high orange center. Very lovely.

**GOLDEN PERNET.** Bright canary yellow. Blooms unceasingly, on long stems.

**K. A. VICTORIA.** Pointed buds, large flowers. Pure white. Exquisite scent.

**MRS. HENRY MORSE.** Dainty, glowing pink with high pointed buds.

**MME. BUTTERFLY.** Charming clear yellow, blushed rose at center. Very fragrant.

**MRS. E. P. THOM.** Bright golden yellow. Globular. Thrifty, hardy, prolific.

**ROSLYN.** Big, spreading orange-yellow blooms with many petals. Long lasting.

## Everblooming ROSE GARDEN

**No. 1** We select and label 10 bushes of varieties which we have in surplus from both grades. Gorgeous range of colors. **SURE TO PLEASE YOU. ORDER QUICKLY.**

*Your Choice*

**\$2.29**

**FOR EACH  
GARDEN**

## Assorted ROSE GARDEN

**No. 2** We select and label 10 bushes of varieties which we have in surplus. Some Hybrid teas, Climbers, Rugosas, Polyanthas, etc. Grand Assortment of colors and types.



PINK RADIANCE



F. K. DRUSCHKI



40 MEV. VAN ROSSEM



RED RADIANCE



# ROSES - Offered in 2 Grades

*Roses*  
GRADE "B"  
**39c**

**GRADE "B" — 39c each; 3 for \$1.00; 10 for \$2.98.**

**GRADE "A" — 69c each; 3 for \$1.49; 10 for \$4.45.**

Grade "B" means good 2-Yr. field-grown, budded, hardy bushes. Bloom this year. Not as heavy as "A" grade, but of a quality sold at double our price elsewhere. **YOUR CHOICE OF ANY VARIETY ON THESE TWO PAGES IN EITHER GRADE.**



TALISMAN



MARGARET McGREDY



EDITH PERKINS

## CLIMBING ROSES

**PAUL'S SCARLET CLIMBER.** 2-inch double flowers in huge, loose clusters. Scarlet-red. Blooms in June.

**CL. AMERICAN BEAUTY.** Deep rose, semi-double blooms. Very prolific.

**CL. PRES. HOOVER.** Same flowers as the bush form. Everblooming.

**CL. GRUS AN TEPLITZ.** Same as bush form. Hardy, everblooming.

**CL. TALISMAN.** Same lovely flowers as bush. Everblooming. (Limited supply.)

**CL. RED RADIANCE.** Same flowers as bush form. Everblooming. Hardy. Above varieties same price as Hybrid Tea Roses pictured here. State second choice when ordering late. See page 39 for other Climbers.

**PRES. HOOVER.** Immense yellow, plated with rose and scarlet. Blooms continuously all summer.

**ROWENA THOM.** Huge, many-petalled bright pink. Exquisitely fragrant. Hardy and dependable.

**GRUS AN TEPLITZ.** Never out of bloom from June till frost. Velvety, scarlet-red blooms.

**EDITH PERKINS.** Shrimp pink inside petals, brick-red outside. Rolled petals.

**MARGARET McGREDY.** Large, double flowers of bright vermilion red.

**JOANNA HILL.** Cheerful orange-yellow with pointed center tinted rose.

**TALISMAN.** Charming pointed buds. Rolled petals. Yellow splashed with scarlet. Immensely popular.

**SENSATION.** Dark maroon-red with velvety surface. Richly perfumed.

## Emlong's "Magnificent" Rose Garden

ONE EACH OF EVERY ROSE ILLUSTRATED ON THESE TWO PAGES. Will plant a big rose garden and provide hundreds of blooms every summer and all summer. All 2-Yr. field-grown, budded, Hybrid Teas. Bloom this year. Choice of 2 grades:

**\$4.98**

FOR THESE  
14 ROSES  
GRADE "A"

FOR THESE  
14 ROSES  
GRADE "B"

**\$3.59**



PRES. HOOVER



JOANNA HILL



ROWENA THOM



GRUS AN TEPLITZ



# WHOLESALE CLEARANCE

## *Big Lombardy Poplars*

At last! The opportunity you've been awaiting to plant that poplar windbreak without spending much money! Never before have such big, stocky, well-branched, heavy-rooted shade trees been placed on the market at such prices. But we need the ground for other crops, so they must go — and Emlong customers are the gainers.

Lombardy Poplars are beautiful planted as specimens, corner groups, backgrounds, screens, windbreaks, along drives and country roads, and between farm fields to keep the soil from blowing. Grow rapidly on poorest soil, without any care. Natural columnar shape needs no trimming. Dark, glossy-green leaves show silver beneath when they rustle in the breeze. One of our most beautiful and useful deciduous trees — outsells all others. Plant them 5 to 10 feet apart. **BUY THIS SPRING — SUCH AN OPPORTUNITY MAY NEVER COME YOUR WAY AGAIN!**

### 5 POPULAR SIZES

2 to 3 Foot Light	10 for \$ 1.00 100 for \$ 7.95
3 to 4 Foot Light	5 for 89c 10 for \$ 1.49 100 for \$ 9.95
5 to 6 Foot Heavy	3 for 79c 10 for \$ 2.35 100 for \$17.50
6 to 8 Foot Heavy	49c each 3 for 87c 10 for \$ 2.65 100 for \$22.50
8 to 10 Foot Heavy	59c each 3 for 98c 10 for \$ 3.25 100 for \$27.50

*Feature Bargain*  
BIG 6-8 FOOT LOMBARDY POPLARS

10 for \$26.5

GIANT 8-10 FT. TREES

3 for only 98¢

## SOFT MAPLES

Heavy 4-5 Ft. 3 For 89c

Lightning-speed growers! Succeed on poorest soils and are very hardy. Need no care. Dark-green, finely cut leaves. Tree forms a round, wide-spreading head. Very attractive for lawn, street, and roadside.

Emlong-grown, heavy rooted, big-caliper, well-branched, stocky 4-5 Ft.: 49c ea.; 3 for 89c; 10 for \$2.75. 5-6 Ft.: 59c ea.; 2 for 96c.

## CHINESE ELMS

Heavy 4-5 Ft. 2 For 97c

Hardy Siberian strain. Most popular shade tree in America! Thrives on all soils and GROWS RAPIDLY everywhere. Well-shaped head, with many branches and abundant foliage. Fine, artistically cut leaves. Free from diseases. Roots do not clog drains. Ideal for lawn specimens, street planting and roadside planting. Very enduring.

Emlong's special heavy rooted, big-caliper, well-branched 4-5 Ft. specimen trees: 2 for 97c; 10 for \$4.35. 5-6 Ft.: 75c each; 3 for \$1.95.

## 7-Yr. Old Chinese Elm

Emlong Soft Maple 3 years after planted.

Note the well-balanced top growth.



# HARDY HEDGES

## *Last a Lifetime*

### MAKE BEAUTIFUL LIVING FENCES

#### CHINESE ELM — 25 Plants \$1.69

Delicately cut green leaves, charmingly arranged on short branchlets, appear early in Spring and remain late in Fall. Perfectly hardy even in the far North. Not subject to blight or insect pests. **GROWS RAPIDLY ON ALL SOILS.** Makes lovely clipped hedges, tall screens, windbreaks, etc. Easy to grow. Set 9 to 12 inches apart.

2-Yr. 1-1½ Ft.: 10 for 79c; 25 for \$1.69; 100 for \$4.95.

#### AMOOR PRIVET — 10 Plants 79c

Hardest Northern Privet. Foliage is dark, glossy-green, resistant to insect pests and not subject to blight. Leaves appear early and remain late in Fall. Small white flowers and berries. Thrives everywhere without any special care. May be clipped to desired height and shape any time during summer. Also useful unclipped for tall screens or foundation plantings. Set plants 9 to 12 inches apart.

2-Yr. 1-1½ Ft. Plants: 10 for 79c; 25 for \$1.69; 100 for \$4.95.

#### SPIREA Van Houttei — 10 Plants 98c

America's most popular shrub and scores the highest for beauty and utility! Masses of tiny white blooms appear in large clusters along graceful, slender branches which sweep to the ground in May and June. Leaves delicately cut and remain green and glossy through drought, and longer in the Fall than any other shrub. Can be pruned to any height or shape, any time of the year. Monthly pruning through the summer keeps it formal and shapely. Set plants 2½ feet apart for hedges, 3 feet apart for screens, groups, foundation plantings. Thrive on all soils. Perfectly hardy.

2-Yr. 1½-2 Ft. Plants: 15c each; 5 for 59c; 10 for 98c; 25 for \$1.97; 100 for \$6.95.

#### GREEN BARBERRY — 3 Plants 39c

A delightful plant the year around! Healthy, bright-green leaves come early in Spring and turn bright scarlet, orange and gold in Autumn. Remain late in Fall. Bright red berries remain all winter. Plant grows low and branches thickly. Good pruning annually keeps it in shape. Set plants 18 inches apart. Use them for specimen, hedges, corner groups and foundation plantings. (Thunberg's Rust-proof strain. Not quarantined from any state.)

2-Yr. 12-15 Inch Bushy: 3 for 39c; 10 for 79c; 25 for \$1.69; 100 for \$4.95.  
3-Yr. 18-24 Inch Bushy: 19c ea.; 5 for 89c; 10 for \$1.49; 25 for \$2.95; 100 for \$10.85.

#### RED BARBERRY — 5 Plants 79c

Barberry Thunbergi Atropurpurea. Strikingly gorgeous from Spring until Winter with its thick, glistening maroon-purple leaves, closely clustered on erect branches. Luxurious addition to any lawn. Valued for specimen groups, foundation plantings, hedges, and color accent among evergreen plantings. Plant 18 inches apart. Picture on page 44.

2-Yr. 10-12 Inch Bushy: 5 for 79c; 10 for \$1.45; 25 for \$3.25.  
2-Yr. 12-15 Inch Very Bushy: 35c ea.; 5 for \$1.35; 10 for \$2.49; 25 for \$5.45.

#### DOUBLE FLOWERING FRENCH LILACS 39c

5 Colors — Any 3 for 98c

Mammoth panicles measuring 8 to 12 inches, clustered full of ½-inch very double florets! We selected five of the finest double French varieties and grew them especially for our particular customers. Budded on hardy, non-suckering root stock. Bloom very young. Way ahead of old types of lilacs! These plants would cost you up to \$1.00 each elsewhere. **CHOICE:** Blue, White, Pink, Red or Purple. Labelled their original French names. 2-yr. budded stock. **COLORED PHOTO ON PAGE 44.**

#### HANSEN'S IMPROVED BUSH CHERRY 39c

3 Large 2-Year Plants for 98c

Long, pointed green leaves, with silvery underside, turn rich maroon-red in Autumn. Dainty white flowers in Spring. Bright maroon-purple fruit, large as tree-cherries, borne in enormous quantities. Delicious fresh, preserved or in jelly. Prof. Hansen spent 30 years perfecting this variety. He grows them in rows and markets the crop. **EXTREMELY HARDY.** Thrive on poorest soil. Lovely for foliage and fruit. Medium-height shrub. 2-Yr. 1½-2 Ft. size. **COLORED PHOTO ON PAGE 44.**

100 Chinese Elm \$4.95



#### 25 Hardy Privet \$1.69



#### 5 Big Spirea 59c



#### 10 Barberry 79c





**Double FRENCH  
FLOWERING LILACS  
5 DIFFERENT COLORS**

**39c** Any 3 for **98c**  
EACH

DESCRIPTIONS ON PAGE 43.



Original French  
Names on labels.  
Budded on non-  
suckering root stock.  
Bloom young.

**RED BARBERRY**

(Thunbergi Atropurpurea)

2-Yr. Heavy, 5 for \$1.35

2-Yr. Light, 5 for 79c

See page 43.

Average 2-Yr.  
Red Barberry  
grown on Emlong  
farms. Note  
bushy growth.

Actual size and  
color Prof. Han-  
sen's Bush Cherry.  
Enormous crops  
of fruit.

Prof. Hansen's Improved  
**BUSH  
CHERRIES**

- Delicious Fruit
- Beautiful Foliage
- Hardest Shrub
- Bears Young

**39c** 3 for **98c**  
EACH

Heavy 2 Year Shrubs.  
Description page 43.





# Perennial PHLOX

HARDY, FIELD-GROWN PLANTS

**6 FOR 98¢**

## GARDEN NO. 1

America. Rosy Pink.  
B. Comte. Bright Purple.  
Beacon. Cherry Red.  
Europe. White, red-eye.  
Firebrand. Orange-scar-  
et.  
Anton Mercier. Lilac-  
nauve.

All 6 for 98c

## GARDEN NO. 2

Pantheon. Carmine Pink.  
Vonhochburg. Blackish-  
red.  
Sir Landser. Crimson-  
red.  
Special French. Pink,  
Salmon-eye.  
Champs Elysee. Dark  
Purple.  
Struthers. Orange-red.

All 6 for 98c

**BOTH PHLOX GARDENS —**  
12 plants for \$1.75, and one New  
**DAYBREAK PHLOX** plant FREE.

# Perennial MUMS

HARDY, FIELD-GROWN PLANTS

**6 FOR 98¢**

## GARDEN NO. 3

### Large Flowering

Elkton. Lovely Lavender.  
Indla. Copper-red.  
Homestead. Buff-pink.  
Golden Queen. Large  
Gold.  
Crimson Beauty. Dark  
Red.  
Alice Howel. Orange-  
yellow.

All 6 for 98c

## GARDEN NO. 4

### Pompom & Buttons

Lucifer (P). Blood Red.  
Marie (P). Bright Pink.  
Bessie (B). Reddish-  
brown.  
Metzi (P). Golden Yel-  
low.  
Ouray (P). Mahogany-  
brown.  
Little Dot (B). Yellow-  
bronze.

All 6 for 98c

**BOTH GARDENS — 12 MUMS**  
for \$1.75, and **ONE Gor-**  
**geous MAGICMUM Free!**



### "DAYBREAK"

New Wine-red  
Large-flowering  
Perennial Phlox.  $\frac{2}{3}$   
actual size.

**4 plants 98c**

### "Magicmum"

**4 plants 98c**

A bushel of bright  
pink mums pop out  
with magic speed  
THIS year from Sept.  
till winter. 500  
blooms to a plant!  
Hardy Perennial.



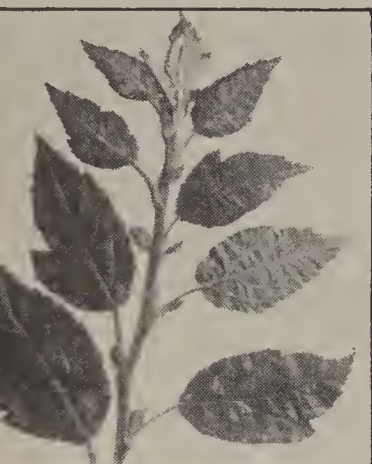


# 98¢

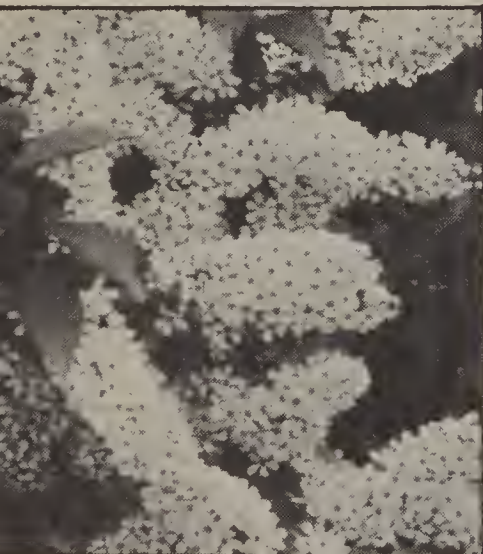
## Bargains in LAWN TREES



Rose Tree of China



Red-Silver Crab



May Day Tree  
Weeping Willow (trimmed)



### Rose Tree of China

39c each; 3 for 98c

Small "flowering plum" tree with fancy leaves which color in Fall. Large, double, pink flowers crowd thickly over the entire tree in Spring. Does not "sucker." Lovely as specimen, in shrub borders, etc. 2-Yr. budded stock.

### Purple Leaf Plum

39c each; 3 for 98c

PRUNUS PISSARDI. Bright maroon-purple leaves from early Spring until Winter. Showy double pink flowers in Spring. Small tree has many uses in the landscape. Hardy, 2-Yr. budded stock.

### FLOWERING CRABS

39c each; 3 for 98c

ELEYI. Red flowers and bronzy-red leaves. Compact grower. Dazzling! Two-year grafted trees. Priced above.

SCHEIDECKERI. Largest, double pink flowers of any crab. Glossy green leaves. Small tree. Very ornamental. The above two varieties priced above. 2-Yr. grafted trees.

### New RED-SILVER Flowering Crab

Newest and showiest Crab from S. Dak. R-E-D Flowers, Fruits, Leaves, and Branches. Delicately cut leaves have silvery-white coating beneath. EXTREMELY HARDY. 2-3 Ft. trees, 98c each.

### New MAY DAY Flowering Tree

From Siberia. Earliest tree to bloom in Spring. 6-8 inch panicles of fragrant white flowers, desirable for cutting. Small fruit attracts birds. Grows 15 Ft. if not pruned. 1½-2 Ft. 59c each; 2 for 98c.

### Russian Mulberry

Long, black berries in midsummer. Attractively cut green leaves. Tree grows 50 Ft. Edible fruit. 4-5 Ft. well branched, 39c each; 3 for 98c.

### Umbrella Catalpa

Giant, heart-shaped green leaves on small grafted heads. Nice for lawn specimens and small yards. 5-6 Ft. 98c each; \$1.69 per pair.

### Weeping Willow

Wisconsin variety. Long, narrow leaves on graceful branches which sweep to ground. May be pruned as shown in picture, or left natural. Thrives everywhere. 5-6 Ft. 98c each; 2 for \$1.49.

## Fine Imported English DELPHINIUMS

Any 5 for 98c

LAMARTINE. Bright, Indigo-blue flowers of huge size on tall stems. Continuous bloomer.

ENGLISH HYBRIDS. Gigantic skyscraper stems with flower panicles 12-24 inches long. Art shades of pink, rose, blue, purple mix themselves in the 2-inch blooms. Gorgeous.

WREXHAM Hollyhock. The double-flowering strain with two-tone coloring of blue, purple, rose and pink mixtures.

SPECIAL COLLECTION: 2 each the above 3 varietles Delphiniums. All 6 for 98c.



English Hybrid Delphiniums

## FANCY DAHLIAS

Just the best, giant-flowering decorative type. Large tubers, sure to please.

4  
for  
98c

Thomas Edison — Royal Purple  
Commodore — Giant Canary Yellow.  
Stratford — Red — Orange and Buff  
Jersey Beauty — Large Pink

6  
for  
98c

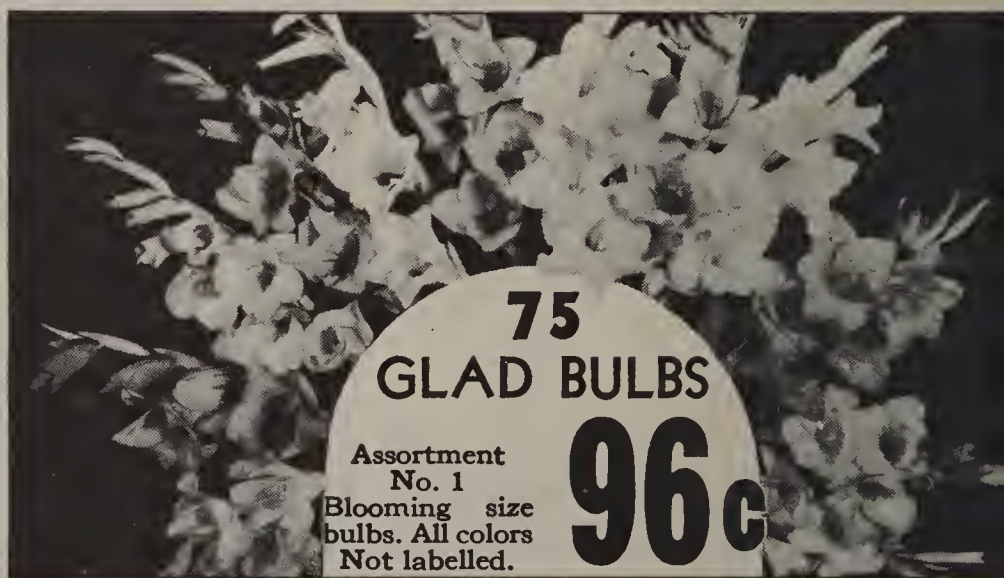
Charm — Burnt Orange  
Snowdrift — Pure White  
Oregon Beauty — Scarlet  
Queen Mary — Rose Pink  
Beacon — Red and Yellow  
Pembroke — Lavender



Fancy Decorative Dahlia

10 GIANT DAHLIAS  
for only \$1.75

We send both of the collections at the left. All labelled and wrapped individually. Planting instructions included.



75  
GLAD BULBS

Assortment  
No. 1  
Blooming size  
bulbs. All colors  
Not labelled.

96c

5 EACH — 10 KINDS OF GLADS

Assortment No. 2. We select and label 5 bulbs each, 10 kinds. Complete range of colors, blooming from early to late. Would cost twice our price elsewhere.

98c

## NEW PERENNIAL FLOWERS

JAPANESE MOUNTAIN OF GOLD. Solid dome of 2-inch golden-yellow rose-like flowers in May and June. Grows 1 foot tall. Attractive green leaves. Flowers followed by pea-shaped pods, coloring bright red. Dazzling beauty all summer and fall. Field-grown plants 49c each; 3 for 98c.

DIANTHUS (Lat. Atr. Fl. Pl.) CRIMSON BEAUTY. Erect 18-inch stems carry giant clusters of dark crimson-red, double, carnation-like blooms. Sweet William scent. Carnation foliage. Hardy. BLOOMS ALL SUMMER. Very worthwhile. 3 plants 98c.

HARDY ASTERS. Inch-wide daisy-like blooms in giant clusters, Sept. and Oct. Improved strain. One each ROSE, ROYAL BLUE, PINK, LIGHT BLUE, the 4 plants 98c.





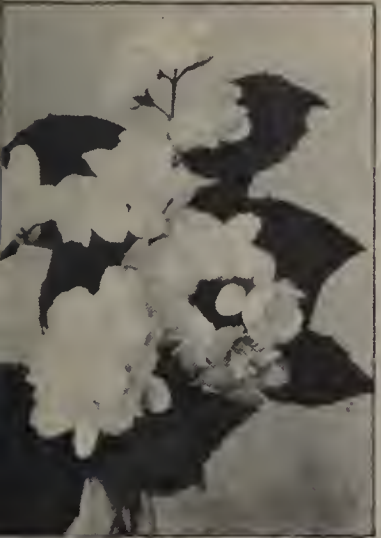
New Honeysuckle



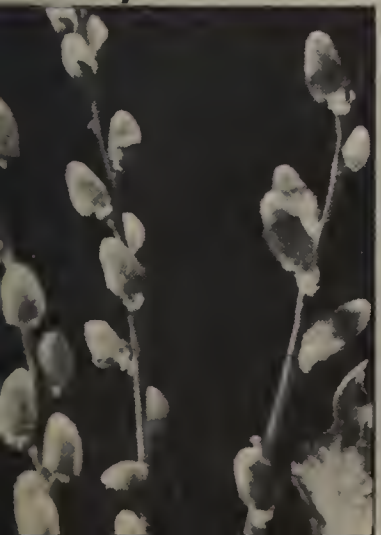
Hydrangea P. G.



Hydrangea A. G.



Double Mock Orange  
Wide Leaf  
Pussy Willow



# 19¢ SHRUBS ANY 5 FOR 79¢

All 2-Yr. 1½-2 ft. well rooted, branched specimen shrubs. Hardy, easy to transplant, bring quick results, thrive on any soil. CODE: T-Tall; M-Medium; L-Low-growing. A-Thrive anywhere; S-Like full sunlight; SH-Succeed in shady locations. Plant about 3 feet apart.

## The following 7 varieties 19c each; any 5 for 79c

**ALTHEA — Rose of Sharon.** Double frilly flowers 2 inches in diameter in AUTUMN. Fancy cut, dark green foliage. Lovely for specimen, shrub borders or hedges. (M-A). Special Price: 10 for \$1.00.

**FORSYTHIA Spectabile.** Larger flowers and more of them than any other Forsythia. Yellow bell-flowers in MAY before leaves appear. Gorgeous for specimen, groups, foundations, borders. (T-A).

**TAMARIX Hispida.** Graceful, feathery, bright green foliage, with rosy-lavender flowers of same texture. Bloom panicles 9 to 12 inches long in late SUMMER. Lends romance to pool plantings, shrub borders, foundations, etc. (T-A)

**WEIGELA Rosea.** Dainty trumpet shaped rose-colored flowers in June and July. Green leaves. Graceful pendulous branches. Beautiful anywhere! (M-A).

**DEUTZIA Pride Rochester.** Very double, tassel-like white flowers cluster thickly along branches in May and June. Showy for any purpose. Pointed green leaves. (M-A).

**WHITE SNOWBERRY.** Tiny pink flowers, followed by LARGE white berries in clusters. Remain all winter, as birds do not eat them. (M-SH or A).

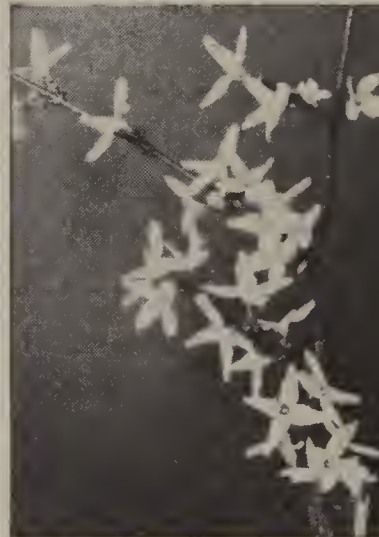
**RED SNOWBERRY.** Small, waxy-maroon-red berries cluster thickly along branches. Tiny wing-like leaves turn red in fall. (M-SH or A).



White Snowberry



Red Snowberry



Forsythia Spectabile



Althea Shrub



Tamarix Hispida

# 23¢ SHRUBS ANY 5 FOR 96¢

## The following 8 varieties 23c each; any 5 for 96c

**NEW HONEYSUCKLE HECKROTI:** Large, two-tone trumpet flowers with yellow throat inside and bright crimson red outside. BLOOMS ALL SUMMER. Can be grown as a shrub or vine. 2-Yr. plants. (M-A or SH).

**HYDRANGEA P. G.** Large, oblong, white flower-panicles, turn rose in Autumn. Can be dried for winter bouquets. Narrow green leaves. (M-A).

**HYDRANGEA A. G. "Hills of Snow."** Large, dome-shaped, white panicles nearly all summer. Wide leaves. (M-SH or A).

**PINK ALMOND.** Very double, rose-like pink flowers cover bush in May. Artistic leaves. (M-A).

**FRENCH PUSSY WILLOW.** Wide, thick, dark-green leaves, and extra-large, silky catkins. Yellow flowers. Does not spread out of bounds. (T-SH or A).

**DOUBLE MOCK ORANGE.** Phil. Virginalis. Big, double, creamy-white flowers in clusters, JUNE and occasionally thereafter. (T-SH or A).

**SCARLET FLOWERING QUINCE.** Charmingly shaped scarlet-red blooms, with golden tuft of stamens in June. Gorgeous fall leaf colors. Useful for shrub or hedge.

**DWARF PINK SPIREA Froebellii.** Large, flat flower heads in summer and autumn. Pointed leaves assume variegated shades. HARDY. (L-A).



Right —  
Weigela  
Rosea



Left —  
Dwarf  
Pink  
Spirea



als  
**12<sup>1</sup>/<sub>2</sub>c**

Pages 24-25-31

PEACH  
TREES

**16<sup>1</sup>/<sub>2</sub>c**

Pages 28-29-30

CHERRY  
TREES

**29c**

Pages 32-33-34

PEAR &  
PLUM  
TREES

**28<sup>1</sup>/<sub>2</sub>c**

Pages 35-36-37-38

HALE-HAVEN  
PEACH

SCHMIDT  
CHERRY

*"Fruit Basket"*

ASSORTED HOME ORCHARD

2 CHERRY { 1 Schmidt  
                  1 Windsor  
2 PEAR { 1 Bartlett  
                  1 Kieffer  
2 PLUM { 1 German Prune  
                  1 Burbank  
          5/16-7/16 Grade

6 TREES  
**\$15.9**

NO DISCOUNT

*"Peach and Apple"*

BIG-YIELD HOME ORCHARD

5 PEACH: 1 Hale Haven,  
1 Elberta, 1 South Haven,  
1 G. Jubilee, 1 J. H. Hale.  
5/16 to 7/16 Grade

10 TREES

**\$16.9**

5 APPLE: 1 Jonathan, 1  
Red Delicious, 1 McIntosh,  
1 Winesap, 1 Yellow  
Delicious. 3/4 ft. Grade

NO DISCOUNT